AuthentCo.

# The One-Sentence Test

You just had a great meeting with a potential buyer. She was engaged, asked smart questions, and stayed 15 minutes past the scheduled time. She gets it, and was excited to take the next step.

But what happens when she walks down the hall to talk with her CFO about allocating budget to evaluate your platform? Is she able to explain what you do and why it matters?

If she can't readily make the case in a way that make him want to hear more, you may have lost six months in that sales cycle. Your product didn't fail. You just didn't equip your internal champion with a story she could transfer.

The biggest brand risk for technology companies is not that the innovation falls short, but that there is a disconnect between what you have built and how it is understood. For companies selling complex or technical products, this gap is common and costly.

As the people closest to the technology, you and your team may be least equipped to translate it into language that resonates across the buying committee, because simplification feels like a betrayal of what you have built. This tool was designed to help you hear your messaging the way your buyer does, and fix what isn't working.

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## The Test

Write down the one sentence your buyer would use to describe your company to someone else. Not your tagline or your boilerplate, but rather the sentence a potential customer would use to explain what your company does to a colleague.

Now use these four questions to evaluate the language you're using to describe your product or service:

- **Does it name a problem the listener already knows they have?**
- **Does it avoid jargon? Could someone outside your technical domain understand it?**
- **Does it create an understanding of what you do, and more importantly, a reason to care?**
- **Can your buyer explain what you do to a colleague without pulling up your website?**

If you checked all four, your story is transferring. If you hesitated or answered no to any of the above, your current narrative may be costing you deals, stretching your sales cycles, and killing second meetings before they happen.

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## The Rewrite

If your sentence did not pass the test, here are four principles that will get you closer:

**1) Start with the problem your buyer already has, not the thing you built to solve it.**

Most technical companies lead with their solution's architecture. But your buyer is not shopping for architecture. They are looking for relief from a problem they feel. Name that problem first, and you have earned the right to explain how you solve it.

**2) Use the language your buyer uses when they describe the problem to their own team.**

If your buyer says "we can't close deals fast enough" and your sentence says "we optimize pipeline velocity through AI-driven lead scoring and predictive conversion analytics," you have translated their plain language into yours. Go the other direction.

**3) Cut any word your buyer would have to look up.**

If a term requires specialized knowledge to parse, it doesn't belong in the first sentence. The first sentence's only job is to earn that second conversation.

**4) Make the outcome specific and measurable when you can.**

"We help utilities" is vague. "We help utilities connect projects in months instead of years" gives the listener something concrete to hold onto and repeat. Specificity is what makes a sentence transferable.

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## Speak Your Buyers' Language

The "before" language below accurately describes the innovation, but its complexity fails to connect with buyers. By contrast, the "afters" lead with the problem the buyer already feels rather than the technology, and uses language they're likely to use themselves.

### Clinical AI company selling to hospital system

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|---|---|
| Before | *"Our FDA-cleared platform integrates computer vision, natural language processing, and longitudinal patient data modeling to augment clinical decision-making, reduce diagnostic variability, and improve care pathway adherence across acute and ambulatory settings."* |
| After | **"We help clinicians catch diagnoses they might miss by surfacing patterns in patient data that are hard to see at the bedside."** |

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### Supply chain visibility startup pitching logistics executives

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| Before | *"We leverage proprietary IoT sensor fusion, probabilistic demand modeling, and multi-echelon inventory optimization algorithms to deliver end-to-end supply chain visibility and autonomous replenishment across complex distribution networks."* |
| **After** | **"We show you exactly where everything is in your supply chain and predict where it needs to be before you run short."** |

### Renewable power forecasting startup pitching investors

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|---|---|
| Before | *"We combine satellite imagery, atmospheric modeling, and proprietary neural network architectures to generate sub-hourly probabilistic renewable generation forecasts with industry-leading accuracy, enabling asset owners and traders to reduce imbalance penalties and optimize dispatch strategies across variable generation portfolios."* |
| **After** | **"We deliver renewable generation forecasts for solar and wind asset owners that are accurate enough to reduce imbalance costs and improve trading margins."** |

In each example, the instinct to demonstrate technical depth is not wrong, but it is rarely where the conversation should start. The before language describes the product. The after language describes the change the buyer experiences. That is the difference between a message that informs and one that resonates.

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If you ran the test and the sentence didn't come easily, you're not alone. Reach out if you'd like to continue to explore how to translate your expertise and innovation into market-defining authority.

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