

Before	After

Why:

Setting:

Complication:

Turning Point:

Resolution:

Questions:

Template Instructions



Why: Write down what you want the insight scenario to do

You don't need an insight scenario to sell everything. So, how do you want the Buyer to see things differently?

Why aren't they buying your offering and what would they have to believe to buy it?

Draw a before and after picture on a separate piece of paper, so that your story is crystal clear.

Setting: Pick a Goal for a particular Title/Job Function, Vertical and capability

Now put this down on paper into a sentence along the lines of: 'Let me tell you about Paul, VP of Finance of a Manufacturing company who was looking to reduce inventory costs.'

Complication: Describe what hell looks like for the Buyer without your capability.

Now's the time to *"Sell the problem before the solution."*

Be specific. Keep asking: "So then what happens?" Make it real

Use imagery, a metaphor or an analogy. The Buyer must be able to visualize it

Only one problem per story otherwise you flood the Buyer

Add a villain. But don't make the villain the customer or their employees

Emotion(s) make stories stick. How were people affected?

Turning Point: This is the aha moment when the Buyer realizes that they must change.

It's either new insight in thinking or they just can't take the status quo any longer.

Write it down on paper.

Resolution: Be brief since you're just selling the concept in this insight scenario - you'll prove it to the Buyer later.

Don't describe what your offering is. Describe how the Buyer used your offering to solve their problem.

Add emotion. How were people affected? You may wish to quantify the value of the solution.

Questions: You only tell an insight scenario to hear the Buyer's scenario.

Your insightful scenario helps the Buyer to find the oil spills in their own company.

After you finish telling your scenario, say "that's enough about Paul, what's your situation?"

If your story doesn't resonate, move onto the next story. But if they need some help discovering their story, have a few questions to help them qualify & quantify the cost of pain.

Example

Here's an example of an insight scenario that an advanced planning software salesperson could share with the CFO of a customer to provide insight on what is needed for orders to be truly profitable.



Setting: Maxine, the Supply Chain Director of Asahi Glass, wanted a way to know what orders were truly profitable.

Complication: Up until now, the salespeople had been using a static snapshot of profitability. Maxine, however, was disappointed to see profitable deals later become money losers. This occurred because the salespeople were not able to see how their orders impacted current capacity, nor if their rush orders would negatively impact other orders.

Maxine needed to find a way to have a more dynamic view of profitability, something that was simple for the salespeople to use. What she envisioned was something as simple as booking a flight on-line, with a number of scheduling options according to price for the customer, and true profitability for Maxine's company.

Turning Point: Maxine finally had enough when a salesperson's profitable Toyota order quickly turned into a substantial money loser because her company was forced to fly parts into the plant to avoid delayed order penalties.

Resolution: Fortunately, the Toyota order inspired Maxine to look for a solution, and she found more than what she was looking for with Advance Schedule Corp.

We provided Maxine with the ability to see each potential order's impact on capacity, and then how it affected other orders.

The sales team was elated that they could now do sales campaigns by pooling their orders along with price incentives so that they could not just generate more sales, but more importantly, maintain profitability.

But that's Maxine's story, what's yours?
