



Why:

Write down what you want the story to do

You don't need a story 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 a story 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 story - you'll prove it to the Buyer latter.

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

Add emotion. How were people affected? 4) You may wish to quantify the value of the solution.

Questions:

You only tell a story to hear the Buyer's story.

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

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

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.