

## Action: At the start of each weekly sales meeting, do the following:

1. Assign a salesperson the week before to start off the meeting by telling a 2-minute story (see storytelling guide and templates).
2. Share the best example for the previous week of how a salesperson used a story to influence a sales opportunity. Nothing breeds adoption like success.

When a salesperson shares their story with the group, the VP of Sales can test if the story SELLS by asking themselves three key questions.

If it doesn't SELL, then the VP of Sales can coach the Reps to improve their story by helping them either increase the contrast, and/or improve the focus of the story. Based on your feedback, the Rep can edit their story, write it up, and then publish it so that your team will have a valuable sales asset to use to help win future sales opportunities.

## The Three Key Questions- Does it SELL?

1. Are you a buyer? Would this story reframe your thinking if you were the customer?
2. Is the story memorable? Could a random Rep you flag down in the hallway repeat this story back to you after hearing it only once?
3. Are you engaged? Does the main character have enough conflict with a clear villain so that the story isn't boring?

If the story doesn't sell, then most likely it's because of the following common problems.

## Lack of Contrast- Is it boring?

- **Little Value:** If you feel that they story lacks value, all you need to do is get them to increase the contrast between the before and after picture. And because clients often don't believe most of the claims for gains in the after picture, you've got to help your Rep reduce the customer's baseline by creating a worse "hell if they don't" b

- **Drill do**  
to a tang  
give a la  
push bac  
story tha  
ERP sys  
transfers  
you may  
for blue  
feel it. It

- **Tee up**  
develop  
depende  
someon



own  
they  
" they  
t a  
od  
ually  
shelf  
l or  
lly  
e

## Lack of Focus

- **Wordy:** Includes unnecessary details otherwise the conversation is cluttered and the conveyance of the message is lost.
- **Unfocused:** Everything is included in the story after picture is painted. The story does not look like a story.
- **Only one point:** The story does not appeal to the customer's needs. It is superficial and does not address the customer's needs.

## Coaching

**Assumption:** The story is not working.  
**Template:** Why; So; What; So; What; So; What

### Questions-

1. Are you clear on the customer's needs?
2. Is the story relevant to the customer's needs?
3. Are you using the customer's language?

### Contrast- Is

1. Low Value
2. No contrast
3. Not clear
4. "So then"
5. "So what"
6. Be prepared
7. Tee up

### Focus- Are

1. Too Long
2. Lost? Focus on the customer's needs and capabilities.
3. Only one point. TMI.

Document available for  
Stories that Sell Workshop participants

## Points to consider when providing feedback

<b>Be Genuine</b>	<ul style="list-style-type: none"> <li>• Show empathy</li> <li>• Actively listen</li> </ul>	<ul style="list-style-type: none"> <li>• Look at the storyteller &amp; smile.</li> <li>• Be curious &amp; open minded regarding the storyteller's theme.</li> </ul>
<b>Recognize Strengths</b>	<ul style="list-style-type: none"> <li>• Positive reinforcement</li> <li>• Nourish self-esteem</li> </ul>	<ul style="list-style-type: none"> <li>• Praise!</li> <li>• Choose positive words, make the storyteller feel accomplished &amp; rewarded.</li> </ul>
<b>Motivate</b>	<ul style="list-style-type: none"> <li>• Positive reinforcement</li> </ul>	<ul style="list-style-type: none"> <li>• When preparing your evaluation, keep in mind the storyteller's experience and previous achievements.</li> <li>• Note areas of improvement over previous stories.</li> </ul>
<b>Avoid Value Judgments</b>	<ul style="list-style-type: none"> <li>• Create a climate that</li> <li>• Motivates storyteller</li> </ul>	<p>Personalize the language of your evaluation:</p> <ul style="list-style-type: none"> <li>• "My reaction was..." vs. "<del>You should have...</del>"</li> <li>• "It appealed to me" vs. "<del>You failed to...</del>"</li> <li>• "I felt that you..." vs. "<del>Your story was...</del>"</li> </ul> <ul style="list-style-type: none"> <li>• Provide suggestions and points for growth.</li> <li>• Focus on just 1 to 2 points.</li> </ul>

## Evaluation

Category	Rating	Comments
Are you a Buyer? Is the story memorable?	1 2 3 4	
Is the contrast clear between the before & after?	1 2 3 4	
Drilled down to the tangible impact of the customer's pain points?	1 2 3 4	
Too long? (more than 2 min.)	1 2 3 4	
Lost? (more than 1 point)	1 2 3 4	