

WHAT IS YOUR STORY?

STORYTELLING BEST PRACTICES

Elevator Pitch



Use to:
Connect & create curiosity. Networking, events, group settings...

- Short & simple.
- No more than a couple of sentences.
- Formula examples:
 - Why & How.
 - Product/Solution does X for Y so that customers get Z.
 - It's like X + differences that make it better/faster/simpler.



Epic Formula



Use to:
To learn more...customer specific info, details, problems goals.

- 4 key components:
- E is for Empathy.
 - P is for Problem.
 - I is for Impact.
 - C is for the change and call to action.



Unicorn Formula



Use to:
• Advance sales process.
• Provide clarity/Sensemaking.
• Demonstrate transformation.
• Overcome objections.

- Start with a relatable change in the world for your customer that's connected to your solution.
- Describe how the change can have positive or negative impacts.
- Share competitive advantages your prospect receives moving forward with you.
- Share your "magical gifts," to overcome objections or enable decision making.
- Evidence why you're the right choice.



SCIPAB



Use to:
Provide details & understanding of how you serve/solve problems.

- S: What is the situation?
- C: What complicates the situation?
- I: What is the implication for failing to act?
- P: What is your position?
- A: What is the action you want the prospect to take?
- B: What are the key benefits of taking action?



OR



Closing Formula



Answer these 3 questions for your customer in your closing story.

- Why do they have to buy?
- Why do they have to buy from you?
- Why do they have to buy now?

WIIFM Formula



Use to:
• Soft close
• Reengage when prospect isn't responding

What's in it for me?

- Identify and share positive and impactful value/benefits/transformation/change for the **business AND the person.**



Retain & Grow!!!



Use to:
Grow your customers' and your business.

- Create shared future visions and goals.
- Keep sharing stories.
- Create a Connected Customer Community