

# WHAT IS YOUR STORY? STORYTELLING BEST PRACTICES.

## Elevator Pitch

- 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.



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

## Unicorn Formula

- 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.



- Advance sales process.
- Provide clarity/sensemaking.
- Demonstrate transformation.
- Overcome objections.



OR



## WIIFM Formula

- What's in it for me?
- Identify and share positive and impactful value/benefits/transformation/change for the business AND the person.



- Soft close.
- Reengage when prospect isn't responding

## Epic Formula

4 key components:

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



**Use to:**

- Advance sales process.
- Provide clarity/sensemaking.
- Demonstrate transformation.
- Overcome objections.



## SCIPAB

- 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?



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



## 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?



## Retain & Grow!!!

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

