

Your Journey Summary



5

Make the Value Tangible



Crafted relevant and appealing business story to make the value tangible

4

Establish the Shared Definition of Success



Achieved alignment with multiple stakeholders on the problem and the solution

3

Have Successful Meetings



Used the six-step meeting structure to further explore buyer's challenges

2

Connect with the Right Buyer



Determined the appropriate audience, approach, altitude, depth & detail

1

Share a Tailored Point of View



Gained insights about the buyer

Learning Objectives

5

Make the
Value Tangible



This module will cover:

- The role of storytelling in making the value tangible
- The difference between a case study and a story
- Creating stories that are structured, relevant, and emotionally charged.



1. Open



2. Catalyze



3. Explore

Tell Your Story to...



4. Sell the Vision



5. Provide Examples



6. Confirm

Psychology of Buying



Rational Buying

“I can find more value elsewhere”

“I can find more expertise elsewhere”

“I can find a less expensive price elsewhere”

“I can find a better product elsewhere”



Emotional Buying



“This solution can help me get a recognition I deserve”

“There are too many unknowns”

“The risk is too high”

“I am afraid it will be difficult to deploy”

“We have limited resources, but I trust this vendor.”

Match Your Story to Their Emotions



Success Story

Failure Story

Fun Story

Bottom line: If you know what buyer emotions are involved in a purchasing decision, your story is likely to push their emotional “hot buttons”

What Does Making the Value Tangible Mean to You?

Tangible [tan'je bel]

adjective

1. The definition of tangible is being touchable or real.

An example of tangible is the Pyramid of Giza as an example of Egyptian history.



Describe the Outcome to Make the Value Tangible

Both statements about **Google™** are accurate. Which statement describes Google service in terms of the outcome for a user?

Does not describe the outcome:

“Google uses a patented page-ranking algorithm to make money through ad placement.”

Describes the Outcome:

“Google is the world’s largest search engine that allows internet users to find relevant information quickly and easily.”

Finish the Sentence

Translate the story about **'what it is'** into **'what it can do'**

This advanced solution consists of a combination of matrices allowing you to...

TransUnion combines data, analytics and decisioning to provide valuable insight into each account so you can...

Our data mining technology identifies patient accounts covered by variety of insurances allowing you to...

We supplement traditional credit scores with alternative data sources so you are able to...

Story Structure:

Situation (Pain)

Buyers Involved, Pressures and Trends, Business Issues, and Challenges, Buyer's Unique Environment, Goals and Drivers.



Action (Path)

Processes, Resources, Technology, Features and Benefits, Linkage to Business Issues and Risk



Result (Gain)

Personal Impact, Business Outcomes:

- Increase Revenue/ Profit
- Decrease Costs/ Efficiency
- Customer Satisfaction
- Risk Avoidance



You Have Done the Work to Create a Story:

Module 1 Outcome:

Developed the Tailored Point of View about buyer's challenges.

Module 2 Outcome:

Connected with the right buyers and earned the right for a meeting.

Module 3 Outcomes:

During the first meeting: confirmed the problem, further explored buyer's challenges, and earned the right to have a second meeting.

Module 4 Outcomes:

Aligned multiple stakeholders and helped them reach consensus about their desired business outcomes.

Breakout Activity, Part 1

1. Locate the Breakout Activity Instructions.
2. Review the facts about Rick included in the Story template.
3. Identify personal information about Rick that may affect his decision to buy.
4. Share your personal information about Rick with a larger group.



	Situation
WHO	Facts: Rick, CMO Personal Information: 3 college-age sons; 30-year wedding anniversary is coming up

WebEx Breakout Technology

- You will be asked to disconnect from the main session to join a breakout – Select **Yes** to All Prompts.



- Select a group leader to present the group debrief.

10 Min.

NOTE: WebEx will give you a one minute warning before your breakout session closes.

Breakout (Part 1) Debrief

	Situation	Action	Result
WHO	<p>Facts: Rick, CMO</p> <p>Personal Information:</p>	<p>Facts: Rick put together a plan that included Anika—Thought Leader and Louis – Coast</p> <p>Personal Information:</p>	<p>Facts: Rick/Anika/Louis – Budget Customers</p> <p>Personal Information:</p>
WHAT	<p>Facts: Stagnant Growth in Credit Card Portfolio</p> <p>Personal Information:</p>	<p>Facts: Built enhanced Risk Model Using Credit Vision Algorithm</p> <p>Personal Information:</p>	<p>Facts: Credit Card 30% Cut their Losses</p> <p>Personal Information:</p>
WHY	<p>Facts: Increased Regulations; Mail cost leading to more losses.</p> <p>Personal Information:</p>	<p>Facts: Reduced losses; Growth; Compatibility issues</p> <p>Personal Information:</p>	<p>Facts: \$30M Assets</p> <p>Personal Information:</p>

We'll Take a Break Now



Please return at _____ past the hour.

If you did not review the Case Study and the Story examples sent to you ahead of time, take a couple of minutes to review them during break.

Case Study vs. Story

Properties of a Case Study:

- **Includes dry description of the of a buyer's situation based on facts**

“A leading financial institution was looking for new consumer insights in underwriting new applicant credit card loans.”

- **Includes quantifiable data and hard evidence**

“...as a result cost per part has been reduced by 27%, and sales over the last twelve months were 5% up on the previous year.”

Case Study vs. Story

Properties of a Story:

- **Elicits Memories**

“Back in college, all it took was a bag of M&Ms’ or a free slice of pizza!”

- **Evokes Imagination**

“Imagine that there are no more headaches with the delivery process.”

- **Triggers Emotions**

“Your people have worked hard to overcome these challenges, but it’s putting a great burden on them every day “

Breakout Activity, Part 2

1. Locate the Story template filled out during the first Breakout.
 2. Build a story that provides proof of value and appeals to Rick's various emotions.
 3. Share your stories with the rest of class.
 4. Evaluate the stories
-

WebEx Breakout Technology

- You will be asked to disconnect from the main session to join a breakout – Select **Yes** to All Prompts.



- Select a group leader to present the group debrief.

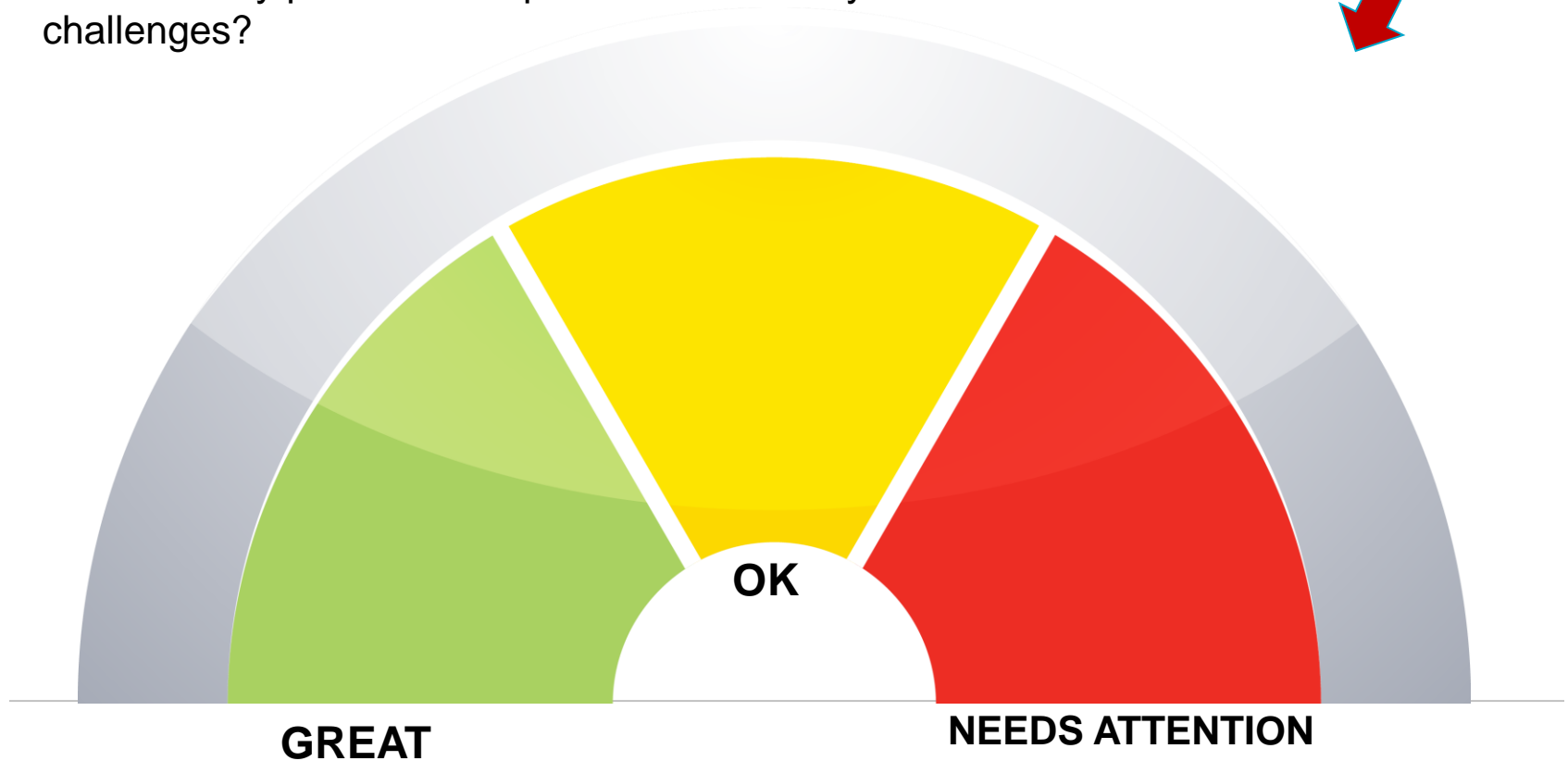
15 Min.

NOTE: WebEx will give you a one minute warning before your breakout session closes.

Breakout (Part 2) Debrief – Rate the Story

- Did the story include: Situation (Pain), Action (Path), and a Result (Gain)?
- Did the story trigger emotional responses?
- Did the story provide examples relevant to buyer's challenges?

Use WebEx Pointer



In Summary:

Today we learned:

- The role of storytelling in making the value tangible
- The difference between a case study and a story
- How to create stories that are structured, include emotional triggers, and use relevant examples.



Call to Action – Making It Real

- Complete your course evaluation.
- Work with your Sales Leadership to demonstrate your ability to Make the Value Tangible by telling business stories with an actual prospect.
- Questions?

