Story-Telling Template with Example

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|  | Example | Your Story |
| Hook | Every time I speak with Abby Whitaker, she tells me she’s been doing business with us for 32 years. |  |
| Problematic Event | And then one day, her Relationship Manager quit. |  |
| Series of Disasters | She was in the process of purchasing a new set of widgets from us, and that process came to a standstill. So, she called into the company, but no one knew who her new RM was. So, she spoke with a random RM, and of course they didn’t have a clue about the new purchase she was trying to make or where it was in the process. |  |
| Sad Result | After running around in circles for a couple weeks, she ended up getting the widget set from WXY. And she’s unhappy with it. |  |
| Motivation | And she told me to get our act together, because she’ll need another three widget sets in the next 12 months. |  |
| Generalization | Folks, this isn’t just about Abby. We lose 7 sales per day, because of our uncoordinated sales process. |  |
| Elevator Speech | We waste sales opportunities. Customers have a disjointed experience with us. And RMs leave us for the competition.  To solve this problem, we need to build a CRM system. The new system will have customer interaction logging, customer research tools, and sales ideas to help drive revenue growth.  The project will cost about 500K. After it’s developed, we expect to have increased revenues of $432,000 per year.  Please give us the funding we need to solve this *very* big problem. |  |