

# Sales Narrative Toolkit

# What is a Narrative?

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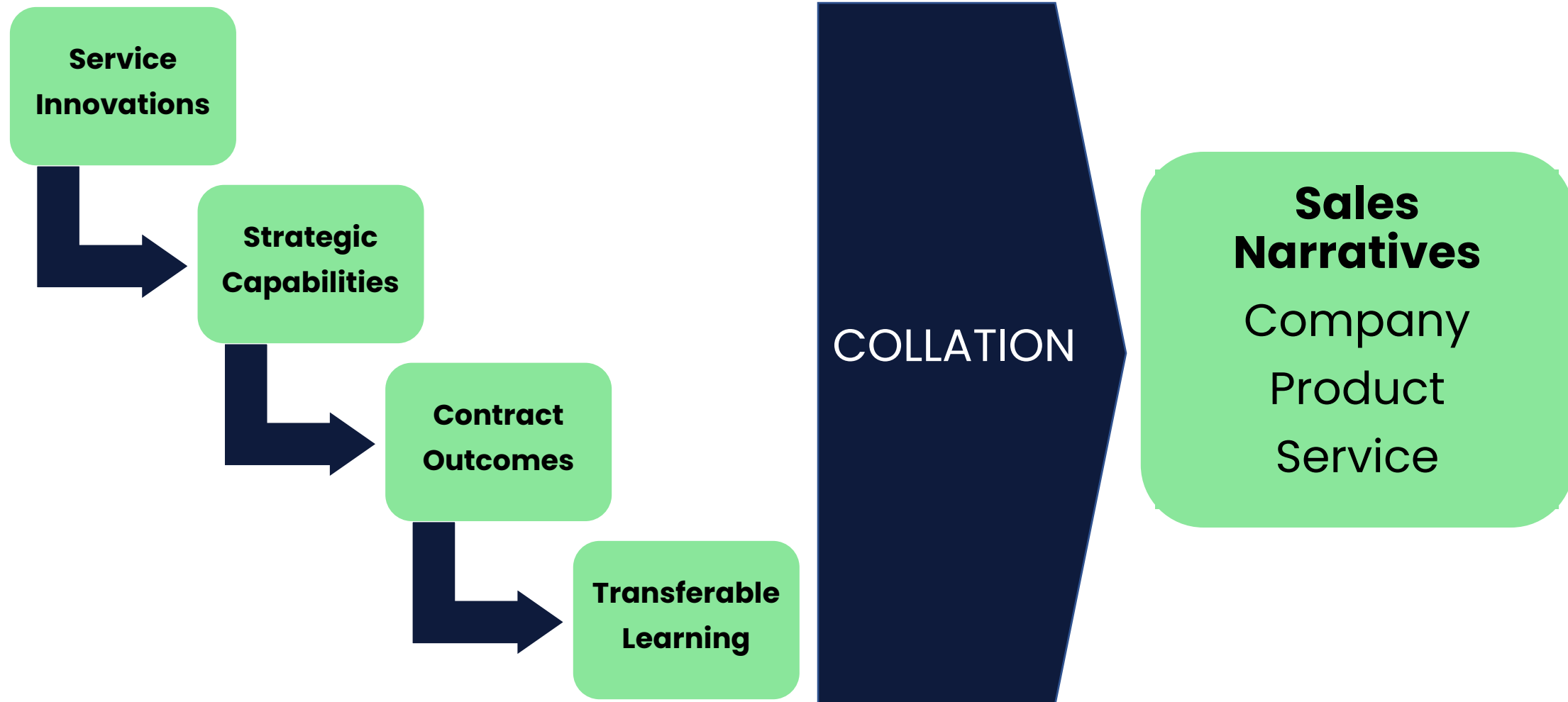
- A series of 'must tell' and 'could tell' statements about the purpose and value-add of the company/product/service and how, in the widest sense, it helps solve the industry's and the customer's problems.
- An explanation as to why your company/product/service is different to the competition.
- A story that can be shared with the customer to create a value creating proposition, as opposed to a unit-cost sales proposition.
- Short and 'sticky'.

# The Purpose of Narratives

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- To shift the customer from placing orders based on lowest price to placing orders based on the shared purpose, value-add, collaborative relationships and the bigger picture – systems thinking.
- To clearly set out the shared purpose and value-add of a collaborative relationship.
- To agree and share a consistent set of messages amongst all customer-facing company staff so that customers hear the same story over and over again.

# Creating a Narrative



# Company Sales Narrative

TOP 3 MUST TELL MESSAGES	
1	
2	
3	
TOP 3 COULD TELL MESSAGES	
1	
2	
3	

# Product / Service Name

TOP 3 MUST TELL MESSAGES	
1	
2	
3	
TOP 3 COULD TELL MESSAGES	
1	
2	
3	