

Story Design for Sales Workshops and Keynotes

The Story Design Framework is a practical tool that meets sales teams right where they are and helps transform transactional presentations into humanized conversations.

WORKSHOPS

Program for Sales Development Reps

Lead With Connection Deliver a consistent, humanized initial conversation with potential clients. (2 working sessions + a follow-up session) **Assignment: Complete the SDR Call Prep Sheet for a client. Submit the sheet and a recording of the call for review.**

Program for Account Executives

Prepare to Mentor Consistently keep track of where the client is in the overarching story arc, collaborate with team members in preparation for the client conversation. (2 working sessions + a follow-up session) **Assignment: Submit the AE Call Prep Sheet for a client for review.**

Humanize Sales Calls Embed the practice of conversations into every sales call with practice and feedback. (2 working sessions + a follow-up session) **Assignment: Submit a call recording for review.**

Practice Targeted Storytelling Design and deliver stories that are appropriate at each stage of the sales conversation. (2 working sessions + a follow-up session) **Assignment: Submit a recording of delivering the story for review.**

Program for Solution Consultants

Prepare to Guide Review the client story and prepare a solution/demo that speaks their language. (2 working sessions + a follow-up session) **Assignment: Submit the SC Call Prep sheet for review.**

Humanize the Guidance Embed the practice of conversations and storytelling into the consultation call/demo. (2 working sessions + a follow-up session) **Assignment: Submit the recording of a call for review.**

KEYNOTE

Humanizing Sales Conversations...One Story At a Time

What is the competitive advantage of a sales organization that humanizes every client conversation? In this session, you'll discover the answer to this question in a sales approach called Story Design. You'll articulate the client journey in an overarching story from first contact to sale and every step in between. Unearth the role you play within the overarching client story. Come ready to critically think, solve problems and get into an audience-first mindset.

WHAT TO EXPECT

Hands-on practice

In workshops and during keynotes, participants will be "up on their feet" (literally or virtually) telling stories and discovering the principles of Story Design first-hand. Do not expect a sit-and-get session.

Story-based learning

Rance Greene, the founder of needastory.com, models Story Design in the way he trains sales teams. Expect action-packed, humanized learning that respects both the intellect and the emotions of participants, and, of course, stories.

Assignments and feedback

Workshop sessions are usually spaced over time (3-6 weeks), meeting in-person or virtually 2-3 times per workshop. In between sessions (75-90 minutes), teams complete assignments, submit them and receive feedback on their work from Rance.

Consultation

Rance meets with sales leaders prior to, during and after the keynote/workshops to learn about the sales team, set goals for the sessions and make recommendations based on the work being submitted.

COMPANION WORKSHOPS

For sales leaders, marketing and product

Coach-the-coach Equips sales leaders to continue the work of Story Design well into the future.

Marketing Three typical workshops for Marketing are:

- Story Design Strategy for Marketing
- Story Writing
- Visual Storytelling

Product Translate functions and features into a Solution Story. Start humanizing at the point of development.