

Sales Inc Narrative Builder



Connecting businesses directly to their market.

**Understanding Your Business
& What Makes It Special**

Building Your Narrative

Before you build the sales assets, pitches and presentations required to ensure we represent you at the highest possible level, take the time to understand the who, what, why & how that drives your narrative and makes your organisation and solution special.

Good luck

Founders
Ed & Nick



8 Pillars Of Understanding Your Narrative



1. Key People & Why They're Credible?

Whether it's the founders, owners or the representatives within your organisation handling client-facing opportunities, you want to understand who they are so you can position yourself & the business accordingly.

In the box below, you want to identify and outline these key stakeholders, look to tie this into the business and the solution. You want images of these people, talk about their experience and their achievements. You can then leverage this information pitches, emails & decks. Doing this humanises the product or service you offer:

2. Business Philosophy & Motives

Talking about your business's philosophy and motives might sound cheesy, but we have found is that people respond well to a vision.

An analogy we like to use for this is that you're less likely to pick up a hitchhiker; as you don't know where they're going, but you're more likely to jump out of your car and help somebody push their car up the road because they've had a breakdown. Motives strike a connection with the prospect and are essential!

3. Problem You Solve

Outline the exact problem you are solve. How are you making life easier for your prospect?

For example does you solution help by,

- improving operational efficiency
- generate revenue
- meet a compliance need
- Improving retention
- Etc

4. Main Competitors

Take the time to understand who your main competitors are. Who else is offering a similar solution? How does your solution differ from your competitors?

Even if you have no direct competitors, be mindful that other organisations are competing for the same budget and, therefore, are what we call a 'perceived competitor'.

5. Points Of Difference

What makes you different from your competitors? Every product or solution has a secret sauce that needs to be brought out.

The secret sauce is what differentiates you from your competitors. What makes your solution unique? Is it the UX, Price, Support, Ease of integration etc etc

Whatever these points of difference are, list them out as they are the lifeblood of your product or solution.

6. Technical Deliverables

What are the technical deliverables of your product or solution?

This is when you can start talking about your

- products
- features
- service level commitments
- Etc

So in other words, what do your prospects get once they pay and how do they get started?

7. The Company You Keep

Any partners, clients or stakeholders you're involved with that provide social proof to the marketplace. Listing the company you keep also allows you to leverage the brand equity of third parties.

8. Guarantees & Risks

All businesses have guarantees, i.e. if you buy this, we will ensure you get this. But prospects appreciate it when you come out and address the risks early, or what we call the elephants in the room.

Nothing works, or is the right fit, 100% of the time. Transparency around risk inspires trust and circumvents objection handling. by adopting this mantra;

As such, you'll have less friction with prospects and, in turn, reduce the length sales cycles.