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Workshop Proposal

Stories That Sell

Abstract

During an economic downturn, your prospects need to understand the ROI of changing the status quo, displacing their current provider, or adding your company's solution to their toolkit.

Your shiny features won't do it, your technical case studies won't do it, but an emotive customer success story that deeply connects to your prospect's problem and dream outcome will.

If you want to build trust, stand out and stop being compared to the competition, you need to learn how to unlock the power of story.

By the end of your time with Ravi, you will learn how to craft, embed and deliver a 90-second customer success story without rambling, even if you're not a natural storyteller.

"...what really put me in awe is Ravi's energy, personalisation and the comprehensive storytelling framework he taught at our SKO in Vegas." –Ang McManamon, VP of Sales at Crunchbase.

Learning Objectives

- Discover the ACORN checklist for transforming a case study into a magnetic customer success story.
- Unlock the 4 steps to embedding a customer success story into your next sales call without feeling "salesy".
- Uncover the PSA method for crafting a succinct customer success story that positions you as the "Yoda" in the eyes of your ideal client.

Want to learn more about Ravi?

www.theravirajani.com/speaking

