



LEVERAGING STORYTELLING

Some questions to ask yourself before you coach

What have I done to create a storytelling framework for my team?

Are my guys familiar with the case studies on our own website?

Which kinds of activities can I run to coach storytelling?

How can I champion storytelling against our playbook?

How can we use stories to get past strategic objections?

How can we use storytelling to overtake the competition?

What can I do to get my guys to develop persona?

Just how audible-ready are my team to reel off the right stories?

How are we integrating stories into our onboarding?

What degree of importance are we attaching to storytelling culturally?

Do I as a sales leader lead with examples of stories?

•Coaching Questions to ask your team

Which story will resonate with technical stakeholders?

Which story will make sense to legal stakeholders?

Describe a time when we solved a problem like X.

What have we done recently for companies in X vertical?

Which challenge do we solve for X kinds of businesses?

In X words, how can we provide value for companies like X?

Which story would best illustrate our ability to do X?

Give me an example of clients who can say X about us?

Where do we help companies who have X problem?

What is the consequence for prospects who can't do X?

Which language would a CEO use to describe X?

Which customer success story would resonate with a CEO Head of X?

If I'm a prospect and say I'm struggling with X, which story would you tell?

What's your favorite story of a time when we helped someone achieve X?

How could you improve/ tighten-up/share this story?