

## Chapter 6 - Storytelling for Big Sales: Building Blocks

These are the building blocks for crafting your message for a senior executive buyer. In order to be successful you need to think of the larger picture rather than in small fragments.

**01**

### **Knowing Your Audience**

Tell a story that is tailored to your audience's interests and needs.

**02**

### **Getting Down on the Ground**

Don't make your pitch some out-of-context array of slides and numbers, it's in the trenches.

**03**

### **Creating Characters**

Tell a story with customers that have personalities; let your audience imagine an applicable scenario.

**04**

### **Offering the Simple Solution**

Tell why there is a problem or opportunity, what the impact is, and what it would mean to solve it.

**05**

### **Living Happily Ever After**

The audience needs to be told the future. What does it feel like when the solution is implemented?

Your turn! Craft your story using the building blocks for your senior executive buyer.