Storytelling

Use Rehearsal to help your teams tell effective stories when engaging customers.

Challenge

When communicating with customers, many people still push too much information without real context. This results in dry pitches, a laundry list of product benefits, and ultimately a less than engaged customer or prospect.

Approach

Create a program where your teams practice telling stories that spark interest and engage their audience. Promote the best stories to the Leaderboard or post them in Channels to help others learn.

Benefits

- Practicing stories helps to develop long-term storytelling abilities
- Stories help customers visualize your solutions in the context of their operations
- Stories help customers retain information and take action
- Sharing stories among team members helps elevate a team's overall capabilities

Applications

- Challenge and Solution Stories
- Use Case Stories
- Product Benefit Stories
- Old-way vs. New-way Stories
- Introduction Stories
- Company History Stories

Industry Example

A multinational professional services company uses Rehearsal to practice storytelling. They believe storytelling is not a skill you can just read and master, you have to practice to get better.