

Ep 39: Developing Sales Stories that Hook Buyers

4 scenarios for translating your brand into compelling sales stories

- Securing space on the shelf/floor of a retailer.
 - Focus on: 1) Your consumer as a shopper, 2) The needs of the retailer.
 - Part of your consumer's psychographic profile should be their shopping behaviors and what influences it.
 - Your retailer has needs too in terms of what gets shoppers in the store and closes purchase. How your consumer and their shopper are one and the same should be part of your sales story.
- Selling services and products B2B.
 - Focus on: 1) Your credibility and reputation, 2) How you are going to impact your client's lives for the better.
 - This goes beyond testimonials and client rosters. You need to have discoverable content (via Google search) that matters to your client. Show-up regularly and with authority in your industry. Your website needs to be solid as well.
 - 90% of decisions are emotional. You will differentiate from your competition significantly if you can connect emotionally in a way that improves their lives.
- Selling to a third-party (distributor, sales rep, wholesaler, third-party site).
 - Focus on: 1) What is in it for the third-party, 2) What is in it for who they are selling to.
 - For most, the sales story is focused on sell-through. For sales reps/agents, you need to consider what is in it for them as well.
 - To maximize sell-through, you need to consider who your third-party is selling to and make sure you are marketing to them as well.
- Selling direct-to-consumer (DTC).
 - Focus on: 1) Developing a marketing strategy, 2) Identifying the right sales platform and optimize accordingly.
 - Your marketing strategy is based on how, when and where to best reach your target consumer and with what storyteller.
 - Your website speed and UX needs to be optimized on the back-end so you don't lose the sale at checkout.

Areas to address immediately are:

1. _____
2. _____
3. _____

Action Plan:

Action	Timing	Progress	Complete