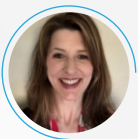# ENABLEOCITY

CUSTOMER STORYBOARDING

Selling in the era of Covid means spending more time building trust and empathy with prospects during first meetings. The best way to do this is with a more thoughtful approach to opportunity qualification BEFORE you present your capabilities.

Enableocity has introduced an exciting evolution on the use of a whiteboard drawing surface (physical or digital) over a web meeting to do proper opportunity qualification. Gone are the days when you show up for meetings ready to pitch your solution - the dreaded "show up and throw up". **Now you must perfect the art of listening and do it in a structured, thoughtful way that moves the customer buying process forward.** This is the essence of CUSTOMER-focused storyboarding, not "us-focused" whiteboarding. This novel approach produces a **nearly 100% 2nd meeting success rate** and provides a graceful exit when there's not a fit.

AND **IT WORKS!**

According to **Laura Bierbrauer**

Vice President of GTM Readiness at Equinix

EQUINIX
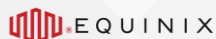
" Working with Enableocity, we have empowered our sellers to engage in consultative customer conversations that focus on creating a shared vision for their business— all while differentiating ourselves in the sales process. Enableocity's Customer Storyboarding is simple, practical and actionable, and provides a repeatable approach for understanding the customer's business, articulating our business value and establishing solution impact. Having rolled out the program globally, we are also finding that it has increased collaboration and alignment for more effective team selling. "

In The 1 Week Engagement, Your Team Will Get:

- **A comprehensive, hands-on, remote training program** on how to leverage up to FIVE distinct Conversation Frameworks (aka Customer Storyboards): Qualify, Engage, Assess, Plan, Close

- **1.5 hour How-to Session** - Storyboarding best practices for remote meetings, including setting up your home office studio and when to use physical vs. digital whiteboard solutions

- **1 day Remote Role Play Session** - hands on role plays of the Conversation Frameworks using the Case Study

- **Customized mock Customer Case Study** designed to support the remote role play sessions

- **Remote Meeting follow-up best practices** to ensure more 2nd meetings

- **Top Three Final Competition** for bragging rights and a morale boost for the entire team

Results **You Can Expect:**

- More 2nd meetings and better outcomes from technical discussions

- Uncover new requirements for expanded deal sizes

- Become a trusted partner vs a vendor pitching products

- Improved forecasting accuracy through buyer-seller alignment at each step in the buying process

- Better adherence to established sales process

TO LEARN MORE ABOUT ENABLEOCITY'S CUSTOMER STORYBOARDING PROGRAM

visit 🌐 **www.Enableocity.com**