



Effective StoryTelling

Getting Others to
See What You See!



LEARNING
EVOLUTION

Why is it that we are **NOT** as effective as we think we are when we **present our recommendations?**



Usually it's because we haven't learned
how to be **effective storytellers!**



Effective storytelling for CPG **requires** many skills

What?

-  Analytic Framework
-  Uncovering Insights
-  Articulating Insights

So What?

-  Retailer Perspective
-  Company Perspective
-  Business Implications

Now What?

-  Crafting Story
-  Articulating Downside
-  Quantifying Upside

Foundational
Prerequisites



Data
fluency



Basic
Analytics



To be an effective storyteller...

You need to be able to do **TWO** things!



1. **Design**
a compelling story



2. **Deliver**
the story effectively



Where most people **fall** short...

Short Fall	Implication
<ul style="list-style-type: none">• Fail to answer all three WHAT's of the analytic framework	<ul style="list-style-type: none">• Retailer cannot connect dots and say “yes” to your recommendation
<ul style="list-style-type: none">• Fail to understand what true shopper INSIGHTS really are	<ul style="list-style-type: none">• Retailer is not compelled to care, let alone take action
<ul style="list-style-type: none">• Fail to articulate the connection between insights and opportunity	<ul style="list-style-type: none">• Retailer does not believe in the basis of the opportunity
<ul style="list-style-type: none">• Fail to contrast the current state vs. action steps to a better future state	<ul style="list-style-type: none">• Retailer does not feel enough tension to take action
<ul style="list-style-type: none">• Fail to reframe the story from the retailer's perspective	<ul style="list-style-type: none">• Retailer sees your recommendation as being self-serving

Our Skill UP!™ training teaches how to avoid!



Our approach to training ensures we **change behavior**

vs. just **checking the box** that we
completed the training!



before

Preparation

- 1 Understand your **objectives**



- 2 Design training **to match**

- 3 Vet & finalize **with you**



before



Assessments,
Pre-work

- 4 Help students **get ready**

during

Education



- 5 Deliver highly **interactive learning**



JOB

- 6 Ensure connection back to the **their world**



during



Fun, engaging
and insightful

- 7 Help students **learn**

after

Retention

- 8 Facilitate sharing and **replication**



- 9 Encourage and reward **activation**



after

Remind, reinforce
& reward



- 10 Help students **perform**



We specialize in shopper sciences
understanding points of shopper influence

Which in turn helps you drive sales
by understanding & activating opportunities

Our Focus



Shopper Sciences

Category Management