

Effective StoryTelling Getting Others to See What You See!



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



Effective storytelling for CPG requires many skills

What?	So What?	Now What?
Malytic	Retailer	Crafting
Framework	Perspective	Story
Uncovering	Company	Articulating
Insights	Perspective	Downside
Articulating Insights	Business Implications	Quantifying Upside
Foundational	Data	Basic
Prerequisites	fluency 🕂 🕻	Analytics

To be an effective storyteller... You need to be able to do TWO things!



Where most people fall short...

Short Fall	Implication
 Fail to answer all three WHAT's of the	 Retailer cannot connect dots and say
analytic framework	"yes" to your recommendation
 Fail to understand what true shopper	 Retailer is not compelled to care, let
INSIGHTS really are	alone take action
 Fail to articulate the connection	 Retailer does not believe in the basis
between insights and opportunity	of the opportunity
 Fail to contrast the current state vs.	 Retailer does not feel enough tension
action steps to a better future state	to take action
 Fail to reframe the story from the retailer's perspective 	 Retailer sees your recommendation as being self-serving

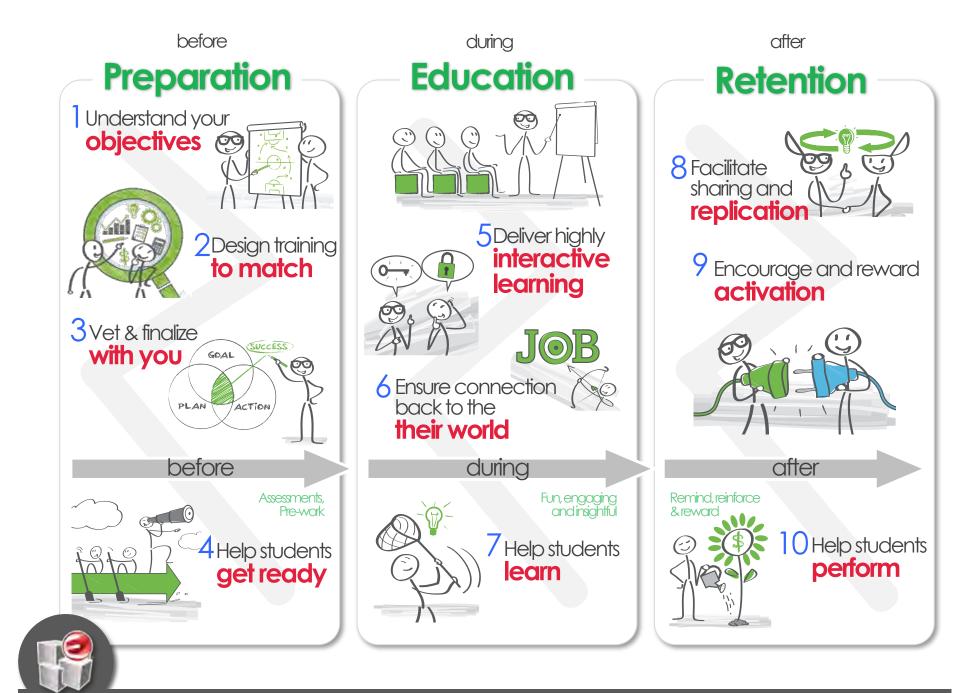


Our Skill UP![™] training teaches how to avoid!

Our approach to training ensures we change behavior

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





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