

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?



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

Effective storytelling for CPG requires many skills

What?

So What?

Now What?

M Analytic
Framework

Retailer Perspective

Crafting
Story

Uncovering Insights

Company Perspective

Articulating Downside

Articulating Insights

Business Implications

Quantifying Upside

Foundational Prerequisites













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



Where most people fall short...

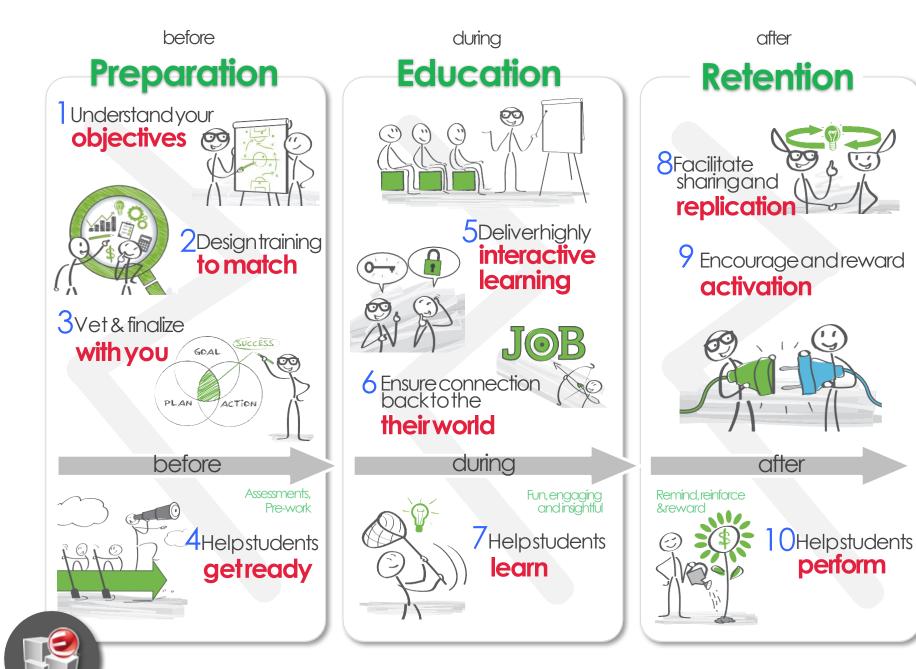
Short Fall	Implication
 Fail to answer all three WHAT's of the	 Retailer cannot connect dots and say
analytic framework	"yes" to your recommendation
 Fail to understand what true shopper	 Retailer is not compelled to care, let
INSIGHTS really are	alone take action
Fail to articulate the connection between insights and opportunity	 Retailer does not believe in the basis 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 sees your recommendation
retailer's perspective	as being self-serving

Our Skill UP!TM 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





Category Management