



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

and



2. **Deliver**
the story effectively



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

Short Fall

- Fail to **answer** all three **WHAT's** of the analytic framework
- Fail to **understand** what true shopper INSIGHTS **really** are
- Fail to **articulate** the connection between insights **and** opportunity
- Fail to **contrast** the current state vs. action steps to a **better** future state
- Fail to **reframe** the story from the **retailer's** perspective

Implication

- Retailer **cannot connect** dots and say "yes" to your recommendation
- Retailer is **not compelled** to care, let alone take action
- Retailer does **not believe** in the basis of the opportunity
- Retailer does **not feel** enough **tension** to take action
- 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



- 4 Help students **get ready**

Assessments,
Pre-work

during

Education



- 5 Deliver highly **interactive learning**



JOB

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



during



- 7 Help students **learn**

Fun, engaging
and insightful

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