

# Documenting your Buyer's Story

Dear Beth,

I appreciate you sharing your story with me – your goals and the issues you hoping to address. The purpose of this letter is to summarize my understanding of our conversation so far and to make sure I clearly 'get' what is important to you and your organization.

You said your current mission is to help the bottom 80% of the your sales people meet goals, so the organization produces at a higher level and you achieve your goals.

You told me your journey in sales began 15 years ago. You began in front line sales, then moved into sales support and then followed a management path that has led to your current responsibilities.

We talked about the differences between the top sellers and the rest. You started by clearly emphasizing that the '80/20 Rule' is alive and well. Your company relies disproportionately on a small % of the sales force to produce the majority of the revenue. There is a large group of mediocre performers. You said the majority of this group lack "basic human, relational skills" You added, "they just don't connect." We both concluded the very best salespeople intuitively connect, at a human level, with their prospects. They get on the same wavelength as the people they are calling on BEFORE they executive their sales methodology. And, they also tend to be more effective at filling their pipelines as a result of being better "connectors".

You went on to say that executive management has recently come to believe that the problem is really a cultural issue, that the company has done nothing to address this organizationally, however, "we are now committed to changing that culture."

I then shared with you how Story Leaders has developed a framework to teach the bottom 80% how to do what top salespeople do so effortlessly, connect at a human level. And, as we agreed, the sequence is important. They need to connect *before* they convey product information or make "value propositions."

You said you would like to further explore the Story Leaders framework. I have scheduled time for you to further discuss next Thursday at 1pm. Before our meeting, I would like to make sure I captured our conversation accurately. Please provide feedback to make sure I clearly get your situation.

I look forward to continuing our conversation on Thursday.

Sincerely,



The POINT



Setting



Complication



Turning Point



Future Resolution