

SALES SKILLS

Storytelling for Sales

Most sales conversations drown in features. Sellers know their product inside out, but struggle to translate that knowledge into a story a customer actually cares about. The result is longer cycles, weaker differentiation, and deals that stall because nobody in the room can see why this matters to them, right now.

This session strips that back. Sellers learn how to structure a narrative that connects customer need to value, apply it directly to a live deal in their pipeline, and leave with a conversation they can use in their next meeting, not a theory they'll forget by Friday.

DURATION	DELIVERY	IDEAL FOR
Full day	Online or in-person	Sales teams who want to sell on value, not features. Works equally well for SMB reps managing high-velocity deals and Enterprise sellers navigating multiple stakeholders and longer cycles. No prior training in storytelling or messaging frameworks required.

How it's structured

- Welcome & Introductions** 30 mins
- Framing: why storytelling wins deals** 30 mins
Sets the case for why value-led narrative outperforms feature-led pitching, with examples of what good looks like.
- Structuring the narrative** 75 mins
Introduces the storytelling framework and how to build a conversation that progresses toward a decision.
- From product to value: reframing your pitch** 60 mins
Take your own product knowledge and rework it into customer-relevant value statements.

5

Applying storytelling to an opportunity

120 mins

Apply the framework directly to a real deal from your own pipeline, using the storytelling framework.

6

Practice and peer feedback

60 mins

Pitch your reworked narrative to peers and get direct feedback before taking it to the customer.

7

Action planning and close

30 mins

Commit to when and how you'll use your story in your next live customer conversation.

What you'll achieve

- Turn product detail into a customer-relevant value story
- Structure a sales conversation that builds toward a decision, not just information delivery
- Apply the storytelling framework to a live opportunity in their own pipeline
- Handle stakeholder-specific framing (for Enterprise variant) or fast-paced qualification framing (for SMB variant)
- Walk into their next customer conversation with a story ready to use

Materials included

- Storytelling framework template
- Live opportunity worksheet, completed during the session
- Follow-up coaching session to reinforce adoption
- 30-60-90 day action plan