

StoryBrand + Twitter



When you don't invite customers into a story, your brand suffers.

If you want to become a brand people care about, you have to invite customers into a meaningful story. Story is the most powerful tool you can use to compel the human brain, so it makes sense that customers respond to brands that invite them into a meaningful story.

It's sad then, that most companies and sales teams fail to understand how to invite a customer into an interesting story. They don't know how to position their customer as the hero and they fail to position themselves as a guide that helps the hero win. Because of this, they're missing out on revenue and putting the growth of their brand at risk.

There's a simple fix, though. If you understand that the customer is the hero of the story, your sales will increase. Not only that, your customers will connect with your brand in a more meaningful way, and will be more likely to buy from you. When you invite your customers into a story, your brand grows.

Brands that position their **customer** as the **hero** win.

Story is formulaic and the formula is easy to learn. These five principles will teach you to position your customer as the hero and invite that hero into a story that transforms them into a better version of themselves. When you use these five principles, customers will understand immediately why they need your product and they will invest in your brand. These principles help the customer make immediate sense of why they need your product and how that product will offer them a better life. When your sales team understands that each of your products is the solution to one of your customer's problems, they will have an easier time selling those products. Sales reps will quickly establish empathy with your clients so they trust you with their investment.

Ultimately, your sales conversations will be more simple, authentic and effective. Your sales reps will grow your brand through intentional but casual conversations in which your customers feel more and more like the heroes in a successful story that ends with them winning the day.

Five Principles

The five principles that make up *The Customer is the Hero: The Secret to Creating Excellence in Sales and Customer Service*.

1. Never play the hero in the story. Always play the guide.
2. Identify the problem your hero must solve.
3. Offer the hero a plan that transforms their identity.
4. Challenge the hero to take action.
5. Affirm the hero has transformed.

These paradigm shifts will change the way the Twitter organization thinks about themselves and their customers and will drive profitable, sustainable growth.

The Plan

We will help Twitter institutionalize these principles so the entire organization knows how to invite customers into a meaningful story. The process is broken down into three phases.

Phase I

Strategy Session With Donald Miller, Paul Burns and Key Sales Leaders From Canada

In this session, Don will help Twitter's key sales leaders create a brand narrative that positions advertising clients as the hero. This will give key leaders the talking points they need to:

1. Get sought-after clients to take a specific action that deepens the relationship and grows the business
2. Ensure sales reps are comfortable and confident with the principles from *The Customer is the Hero*
3. Deliver immediate feedback that will strengthen their sales conversations and help them close more deals

Deliverables:

- An understanding of *The Customer is the Hero* talking points for key leaders
- Early access to the PDF version of the book *The Customer is the Hero* that will introduce sales reps to the material (accompanying audio book included)
- Access to Business Made Simple University (the StoryBrand course will reinforce the framework and introduce the sales reps to the StoryBrand framework)

Your Investment: \$35,000 + Travel Expenses

Phase II

StoryBrand Creates a Customized Video Series That Teaches Twitter Sales Reps How to Apply Each Story Principle and Close More Business

Based on the specific feedback received from the selected key leaders at Twitter, this series will give StoryBrand the talking points we need to customize a video series for Twitter's sales reps in Canada.

This video series will be unique to Twitter and will address the specific needs of Twitter's sales team. The introduction video will feature Don and Paul and will get buy-in from the sales team. Each module will contain videos that teach the principle, and videos that show how you actually use that principle in sales conversations. The combination of teaching and application will equip the sales reps with the knowledge and hard skills needed to nail their sales calls.

Deliverables:

- Fully produced video course
- Interactive workbook that guides users through the content to ensure competency
- Specific talking points sales reps can use in client-facing conversations to further clients down the sales pipeline

Your Investment: \$100,000

Phase III

Rollout to Twitter Canada Sales Reps

Each Twitter sales rep will get a toolkit to help them become a great storyteller in their sales conversations. When each Twitter rep understands how to invite their customer into a meaningful story, sales will increase.

The Toolkit:

- *The Customer is the Hero* PDF book (written by Don) with a foreword from Paul that will teach each sales rep the principles of story
- Custom video series and interactive workbook that will teach the application of each principle so sales conversations become more natural and convert at a higher rate
- Access to Business Made Simple University to continue developing Twitter reps so they deliver the highest possible value to the organization
- An audio version of the book so reps can reinforce the content by listening again and again

Your Investment: \$275/person

Further Steps Based on the Success of the Strategy

1. Evaluate and assess the Key Performance Indicators of the program rollout in Canada
2. Move to the next target market(s)
3. Present organization-wide rollout plan to 2,500 sales reps
4. Don Keynote at One Team 2021 event
5. Book, video series, and Business Made Simple University access delivered to entire sales force