

INSPIRED VALUE STORYTELLING FRAMEWORK



WHAT IS INSPIRED VALUE STORYTELLING??

Inspired Value Storytelling is designed for organizations to accelerate the journey toward a customer centric approach based on value. Through a blend of workshops, targeted interviews across your organization, and customer insights, we craft and validate a compelling value story that resonates with your prospects and customers.

Inspired Value Storytelling focuses on your customer's journey: a framework that positions your customer at the heart of a transformative experience, mirroring the structure of a hero's journey. This story not only reflects the challenges and aspirations of your customers but also weaves your solution into their quest for a better future. Here's a breakdown of how to construct Inspired Value Storytelling for your solutions and customers.

Inspired Value Storytelling places your customer at the center of an epic journey from challenge to triumph, with your solution as their chosen ally. It's a powerful tool that not only communicates the tangible benefits of your product or service but also emotionally engages your audience by reflecting their own experiences and aspirations. By effectively telling this story, you align your brand with the success of your customers, making your company an integral part of their journey to a better future.



Understanding the Hero's Challenge: Every hero's journey begins with a challenge. For your customers, these are the day-to-day obstacles and pain points they encounter. This could range from operational inefficiencies, market pressures, to technological limitations. The value story starts by deeply understanding these challenges, empathizing with the hero's plight, and acknowledging the impact these issues have on their professional and personal lives.



Highlighting the Impact: The next step is to articulate the impact of these challenges. This isn't just about identifying problems; it's about illustrating the consequences these issues have on the customer's business outcomes, team morale, and overall success. By quantifying or vividly describing these impacts, the value story resonates more deeply with the audience, making the need for a solution more urgent and compelling.



Vision for a Better Future: Every hero needs a vision of what overcoming their challenges looks like. This part of the value story paints a picture of a brighter future, where the challenges are resolved, and the customer is thriving. It's about showcasing the potential for improved efficiency, greater market share, enhanced team dynamics, or whatever positive outcomes are most relevant to the customer's situation.



Outlining Expected Outcomes: This segment of the story is about setting expectations. What tangible benefits can the customer expect from adopting your solution? Improved revenue, cost savings, higher customer satisfaction, or competitive advantage are examples of outcomes that might be highlighted. These should be specific, measurable, and directly tied to the initial challenges and vision for the future.

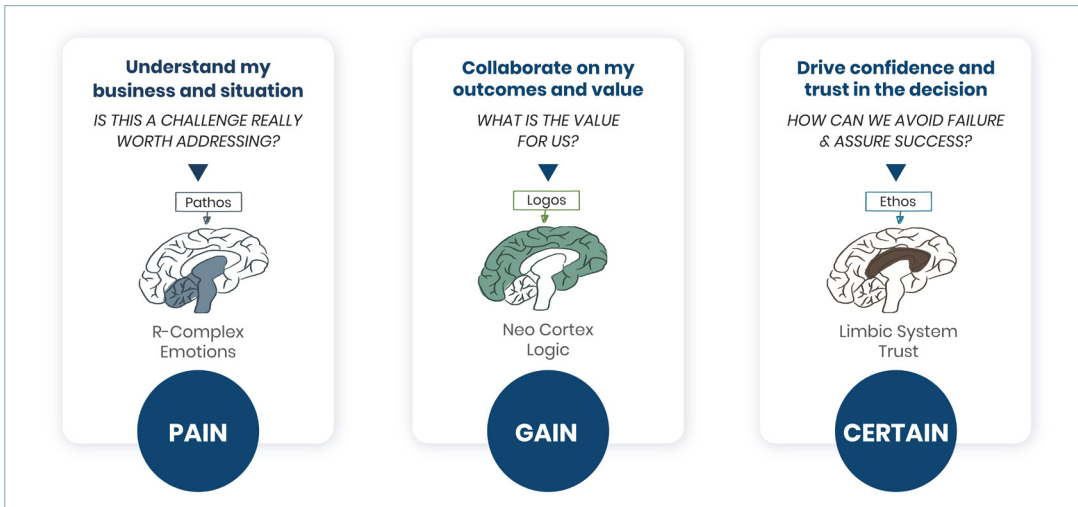


Introducing Your Solution: With the stage set and the hero in need, your solution is introduced as the guide or tool that will help the hero conquer their challenges. This is where the narrative shifts focus to how your product or service specifically addresses the pain points identified earlier, offering a clear, tangible path to the envisioned better future.



Building Trust: Finally, the value story must establish trust. This is where you demonstrate your company's credibility and capability to deliver on the promises made. Testimonials, case studies, industry recognition, or any form of social proof that can reinforce your company's track record of success are crucial. It's about reassuring the hero that they are in capable hands on their journey to transformation.

The Three Buy Buttons



The value story places your customer at the center of an epic journey from challenge to triumph, with your solution as their chosen ally. It's a powerful tool that not only communicates the tangible benefits of your product or service but also emotionally engages your audience by reflecting their own experiences and aspirations. By effectively telling this story, you align your brand with the success of your customers, making your company an integral part of their journey to a better future.

OUR PROCESS & PROMISE



OUR PROCESS

Strategic Alignment Workshops: We initiate the process with workshops that bring together key stakeholders from across your company. These sessions are designed to uncover the unique value your products and services offer and align your internal teams around a cohesive narrative that drives revenue growth.

Comprehensive Interviews for In-depth Insights: Our approach includes conducting in-depth interviews with your team and your customers. This dual perspective ensures that your value story is not just reflective of your product's capabilities but is deeply rooted in the actual benefits and outcomes experienced by your users.

Validation for Resonant Messaging: We gain internal alignment to validate the value story, ensuring it holds true to your customer's experiences and challenges. This step is crucial for crafting messaging that is authentic, persuasive, and effectively drives engagement and conversion.

OUR PROMISE



A Value Story That Drives Revenue: We understand the pressures and objectives at the executive level. The value story is designed to deliver a value story that not only elevates your brand but directly contributes to your revenue goals, enabling you to capture market share and drive sustainable growth.

Content That Converts Across the Customer Journey: With the validated value story as our foundation, we develop a targeted content strategy that supports your sales funnel from awareness to decision. The content is crafted to articulate your value proposition in ways that engage, convince, and convert, moving your prospects through the buying journey more effectively.

A Strategic Partnership for Growth: Our engagement goes beyond content creation. We view ourselves as strategic partners to your executive team, offering insights, strategies, and support that are aligned with your broader business objectives. Our goal is to be an extension of your team, contributing to the realization of your vision.

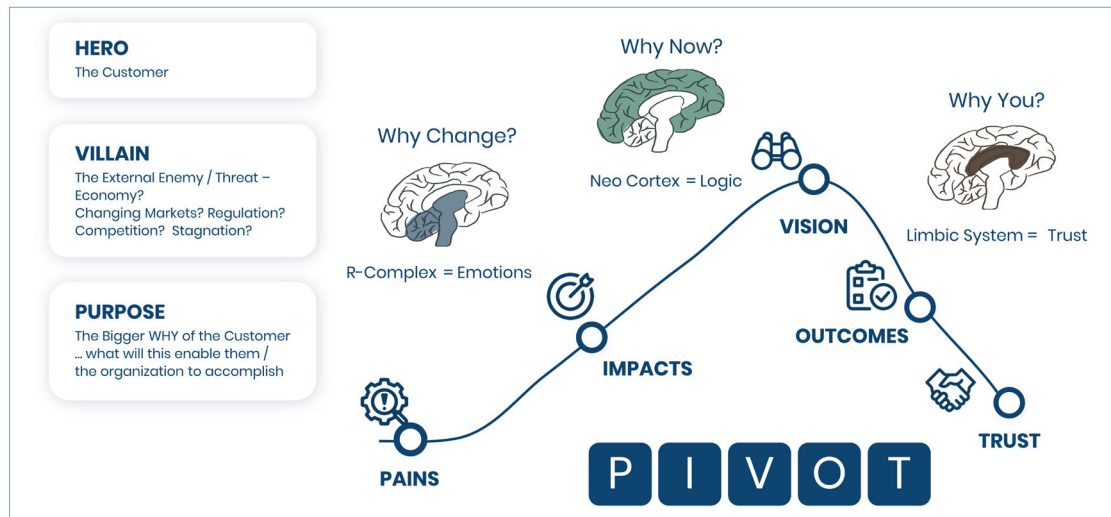
DELIVERABLE TYPES

INSPIRED VALUE STORYTELLING GUIDE FOR EACH BUYER PERSONA:

Understanding that one narrative does not fit all, we create multiple versions of your Inspired Value Storytelling, each tailored to a specific buyer persona. By taking into consideration the needs, wants, and motivations of each buyer role, we ensure your narrative speaks directly to them, influencing their perception and inspiring the buying decision to accelerate and go your way.

To craft a powerful value story, we use the PIVOT pre-sale value framework. This stands for Pain, Impact, Vision, Outcome, and Trust. By focusing on the pain that your customers are experiencing, the impact of that pain, then painting the vision for the future along with the potential outcomes, you are engaging your customers in storytelling. The final step is to gain their trust through proof points such as customer stories and testimonials.

Inspired Value Storytelling For Your Business



PERSONA PROFILE GUIDE:



Persona Responsibilities & Performance Benchmarks: Delve into the responsibilities of your target personas and the key metrics by which they measure success, laying the groundwork for relevant engagement.



Understanding Pain Points: Identify and empathize with your customers' challenges, providing a clear perspective on the obstacles they face.



Impact Analysis: Present compelling data from third-party research that quantifies the cost of inaction, highlighting the urgency of addressing these pain points.



Vision Crafting: Articulate a compelling vision for a better future, showcasing the transformative potential of finding the right solution.



Solution Delivery: Detail how your offerings align with the persona's needs, providing a tangible pathway to overcoming their challenges.



Curated Discovery Questions: Equip your teams with strategic questions that delve deeper into the customer's context, fostering insightful conversations.



Expected Outcomes: Outline clear, attainable outcomes that customers can anticipate from your partnership, setting realistic expectations for success.



Building Trust Through Stories: Share customer success stories that resonate with the persona, demonstrating real-world trust and credibility.



Comprehensive Glossary: A glossary of relevant definitions ensures that all stakeholders share a common understanding of key terms and concepts.

Purpose:

- **Foundation for Go-to-Market Materials:** Acts as the bedrock for creating go-to-market materials, ensuring consistency and relevancy across all touchpoints.
- **Insightful Buyer Analysis:** Offers valuable buyer insights, enriching the knowledge base of go-to-market and product teams for strategic decision-making.
- **Essential Resource for Field Teams:** Serves as a key resource for field teams, equipping them with the knowledge needed for successful meeting preparation and ongoing education.

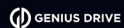
DISCOVERY & OUTREACH GUIDES

DISCOVERY GUIDE:

With this specialized guide, your field teams will have a large selection of conversation starters that are relevant to your buyer's top challenges. It's an essential resource that ensures every customer interaction is engaging and productive.



DISCOVERY GUIDE: IMPROVING DIAGNOSIS AND SHARED UNDERSTANDING



Purpose:

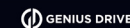
- **Streamlines Meeting Preparation:** The guide simplifies the preparation process, providing field teams with quick access to relevant questions and conversation paths that align with buyer interests.
- **Sharpens Discovery Skills:** By offering a variety of targeted questions, the guide enhances your team's ability to delve into what truly matters to the customer, honing their skills in real-time discovery.

OUTREACH GUIDE:

Leverage these value-based conversation starters to transform your customer outreach. The value outreach approach has proven to elevate the engagement of senior stakeholders, increase conversion likelihood, and improve key outreach metrics, including open rates. These crafted templates are designed to resonate with your prospects by directly addressing their specific challenges and the repercussions of those issues.



VALUE OUTREACH GUIDE



Purpose:

- **Ready-to-Use Email Templates:** The guide offers immediately implementable email templates that empower field teams to initiate conversations with confidence, tailored to address the specific pain points of each prospect.
- **Understanding Prospects' Challenges:** By demonstrating a deep understanding of the prospects' issues, the templates help to establish credibility and trust, showing that your team is well-informed and genuinely invested in providing solutions.

VALUE SELLING PRESENTATION

VALUE SELLING PRESENTATION:

The Value Selling Presentation leverages the PIVOT framework to tell your value story and articulate the benefits of your solution. This method, emphasizing Problem Identification, Value clarification, Outcome demonstration, and Trust building, equips your field teams with a structure that systematically uncovers and addresses buyer needs, aligns your solution's capabilities with those needs, and sets clear expectations for the realized value.

Bill Presentation & Payment Challenges: A Growing Business Concern

With 15.5 billion bills paid annually, and almost \$3T in annual transactions, this could have a serious impact on the US economy and your organization.

WHAT IF? You could...

1. Save a large percentage of your current bill payment costs.
2. Improve your cash flow and reduce your working capital requirements.
3. Reduce customer churn and increase your customer loyalty.

EverView unifies legacy print and digital solutions through an integrated SaaS platform.

EverView provides an All-in-One bill payment platform to drive digital adoption for your customers, reduce billing costs, shorten payment cycles and solidify customer loyalty.

Business Billing Costs
 \$1.1B
 \$2.5B Total Annual Benefits
 \$28.00 Annual Investment

Shorten Payment Cycles
 45 Days
 \$26 Annual Net Gain for every dollar invested

80% Customer Loyalty
 \$1.7M Annual Revenue
 \$26 Annual Net Gain for every dollar invested

Actions you can take now!

Purpose:

- **Enables Effective Value Communication:** This presentation framework is a resource for field teams to deliver your value proposition in a way that is structured, compelling, and directly tied to the buyer personas' specific challenges and goals.

TOTAL VALUE ANALYSIS (TVA) WHITE PAPER:

Our TVA White Paper is an in-depth, research-driven document that consolidates data from interviews with your most successful customers to identify and quantify the outcomes they have realized. This comprehensive analysis is designed to give an overview of the total value customers gain from your solution, including cost savings, revenue growth, efficiency improvements, and risk reduction.

Value Map

- **Reduced Costs:** reducing business expenses, eliminating spending or avoiding planned and required expenditures.
- **Improved Productivity and Processes:** streamlining and transforming key accounting and compliance processes, reducing the time it takes to complete the fund administration and KYC production work, requiring some of the current outsourced work in-house in order to take control, removing process friction and delays and leveraging less expensive resources to accomplish the tasks.
- **Reduced Risk:** reducing and avoiding business risks including improving work-life balance and reducing employee turnover.
- **Improved Growth:** improving the timeliness of KYC production, better handling queries and managing relationships, helping to boost investor experience and drive and growth opportunities as a result.

Net Present Value (NPV) Savings: the present value of the cash flow, discounted by the cost of capital over the three-year analysis period.

Benefits	Year 1	Year 2	Year 3	Total
Operate	\$100,000	\$100,000	\$100,000	\$300,000
Customer Benefits	\$20,000	\$20,000	\$20,000	\$60,000
Operational Efficiency	\$10,000	\$10,000	\$10,000	\$30,000
Cost Savings	\$10,000	\$10,000	\$10,000	\$30,000
Customer Retention	\$10,000	\$10,000	\$10,000	\$30,000
Operational Investment	(\$20,000)	(\$20,000)	(\$20,000)	(\$60,000)
Total Benefits	\$110,000	\$110,000	\$110,000	\$330,000

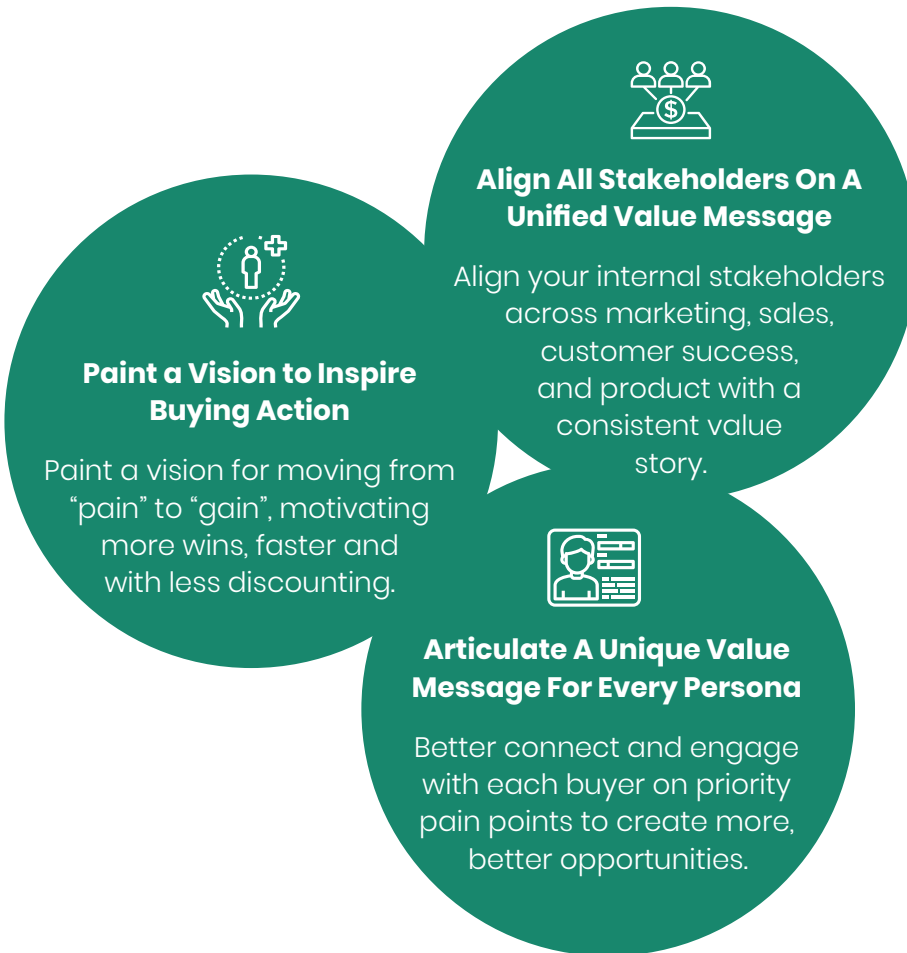
CASE FLOW ANALYSIS

	Initial	Year 1	Year 2	Year 3
Customer Benefits	\$100,000	\$100,000	\$100,000	\$300,000
Operational Efficiency	\$20,000	\$20,000	\$20,000	\$60,000
Customer Retention	\$10,000	\$10,000	\$10,000	\$30,000
Operational Investment	(\$20,000)	(\$20,000)	(\$20,000)	(\$60,000)
Cost Savings	\$10,000	\$10,000	\$10,000	\$30,000
Customer Loyalty	\$10,000	\$10,000	\$10,000	\$30,000
Total Benefits	\$130,000	\$130,000	\$130,000	\$390,000

Purpose:

- **Evidence-Based Impact Justification:** Serves as a resource for field teams to present a compelling, data-backed case for the impact and value of your solution, enhancing credibility and facilitating the buyer's decision-making process.

BENEFITS OF THE INSPIRED VALUE STORYTELLING FRAMEWORK



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Partnering with Genius Drive transformed the way we communicate our differentiating value to our customers. The Genius Drive team doesn't just provide a service; they take the journey with you, revealing your true value and reshaping your narrative in a compelling and persuasive way. I can confidently say, if you're looking to enhance your value proposition and inspire customer engagement, Genius Drive is your go-to partner.

– **Sherri Sklar**, Chief Revenue Officer, Plastic Bank

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Genius Drive helped us codify and clarify our value messaging for each target persona and significantly refine our security ROI and capability / maturity models, empowering our team to better articulate our unique value, accelerate buying decisions and improve win rates.

– **James Wilde**, Global Head of Security Strategy, SPHERE Technology Solutions

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As part of our relaunch we needed to quickly refine our positioning and clearly articulate our differentiating value. Genius Drive collaborated with our team to dramatically simplify and clarify our Persona value proposition and messaging, helping enable marketing and sales for better connections, engagements and revenue opportunities.

– **Ken Powell**, Chief Commercial Officer (former), OSG connect

YOUR PARTNERS IN INSPIRED VALUE STORYTELLING



THOMAS PISELLO

THE ROI GUY, PARTNER

Tom brings over thirty years of pioneering value storytelling and quantification experience. He is better known as “The ROI Guy”.

He is the former Founder and CEO of Alinean (Mediafly) and Interpose (Gartner) and has launched and advised startup technology firms, Full Armor and Connotate Technology.

He is the creator of “Evolved Selling Institute” and author of two bestselling books, “Evolved Selling” and “Frugalnomics”, as well as the self-help book: Growth through Grief.



APRIL MORLEY

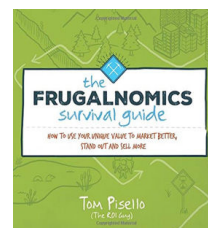
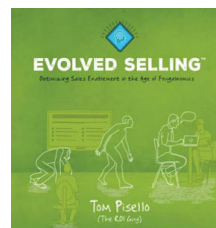
PARTNER

April brings fifteen years experience in sales and launching, scaling and leading global value and strategy teams in the B2B software industry.

She led the value program at Alteryx for the last five years, driving both full-service value consulting services and self-service support for the field teams.

Her teams influenced over \$300M in revenue annually and led to 2–3x deal size increases and 20+ percentage points increase in win rates.

She holds a Bachelors degree in Marketing from the University of Florida and an MBA from Duke University.



Elevate your customer connections and drive revenue by defining your unique value story. Contact Us to Begin your Journey of Inspired Value Storytelling