



SPEAK IN STORY SOUNDBITES

Worksheets

[Click here to go to the article with details on how to use this worksheet.](#)

CUSTOMER STORY EXERCISE

Instructions:

1) Write down your top 3 differentiators in no more than a few words.

2) Write down the pains that are solved by each of these differentiators.

3) Now write down a customer name for which you have a customer story or case study that best illustrates each differentiator.

	PAIN	DIFFERENTIATOR	CUSTOMER NAME
I			
II			
III			

Instructions:

- Write down the "Pain", "What?", "So What?" and "Customer Story" for each differentiator.
- The whole soundbite should take no more than one minute.
- Have five to seven of these in the holster to deploy as needed. Try and use three to five per hour customer conversation.

Customer Soundbite 1			
Pain 1	What? (5-10 seconds) Think Feature/Differentiator	So What? (10 seconds) Think "benefit"	Customer Story (40 seconds)
			Name of customer: What customer does: Pain they had: What were the results:

Instructions:

- Write down the "Pain", "What?", "So What?" and "Customer Story" for each differentiator.
- The whole soundbite should take no more than one minute.
- Have five to seven of these in the holster to deploy as needed. Try and use three to five per hour customer conversation.

Customer Soundbite 2

Pain 1	What? (5-10 seconds) Think Feature/Differentiator	So What? (10 seconds) Think "benefit"	Customer Story (40 seconds)
			Name of customer: What customer does: Pain they had: What were the results:

Instructions:

- Write down the "Pain", "What?", "So What?" and "Customer Story" for each differentiator.
- The whole soundbite should take no more than one minute.
- Have five to seven of these in the holster to deploy as needed. Try and use three to five per hour customer conversation.

Customer Soundbite 3

Pain 1	What? (5-10 seconds) Think Feature/Differentiator	So What? (10 seconds) Think "benefit"	Customer Story (40 seconds)
			Name of customer: What customer does: Pain they had: What were the results:

COLLECTING CUSTOMER STORIES

Instructions:

Take your time and reach out to your current customers and contact them for a small interview. Ask them, how they've benefited after working with you, and how your solution helped them?

Customer Story 1	
Customer name:	
What they do:	
How their power users are using your solution or product:	
What results have they had:	
What's the ROI?	

Customer Story 2		Customer Story 3	
Customer name:		Customer name:	
What they do:		What they do:	
How their power users are using your solution or product:		How their power users are using your solution or product:	
What results have they had:		What results have they had:	
What's the ROI?		What's the ROI?	



BOOK A FREE GROWTH SESSION NOW

Notes:

A large rectangular area filled with a light grey grid pattern, intended for taking notes. The grid is composed of small squares and is enclosed by a thin grey border.

[BOOK A FREE GROWTH SESSION NOW](#)



Looking to increase your sales numbers?

We help SaaS and B2B companies achieve Faster & Predictable Revenue Growth using a scientific approach.

Click below to schedule a free Growth Audit Session.

It would be my honor to help you scale your company faster.

[**BOOK A FREE GROWTH SESSION NOW**](#)