

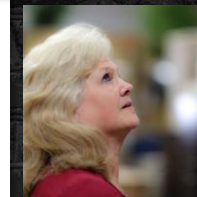
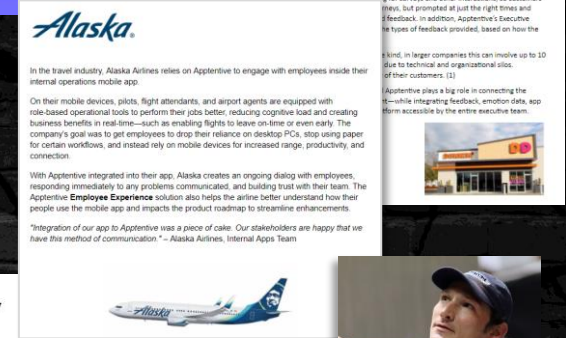
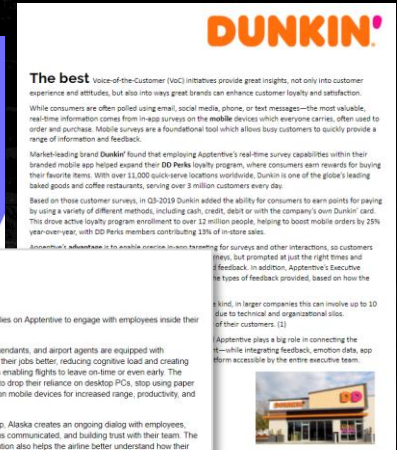
An open book lies on a dark, checkered floor. From the pages, a brilliant white light emanates, surrounded by a cascade of small, shimmering sparkles and larger, soft, out-of-focus circular bokeh lights that drift upwards. The background is a dark, textured brick wall.

Every person has a story[®]

mystoryview.com

Story View

So does every brand, product, place, or notion.



Images and words
to reveal your
customer **success**
narrative.

Story View

Let your best customers tell buyers what success looks like.

- **77%** of business buyers cited testimonials and case studies as the **most influential** types of content.
— *SmartBug*
- **91%** of buyers prefer content that is more **visual**. — *RightSource*
- Over **90%** of case studies do not contain the **necessary** components to pique target audience interest;
 - 87% of customer success stories didn't demonstrate clear ROI. — *Gartner*
- **58%** of people are more likely to **convert** once a buyer interacts with a testimonial. — *TrustPulse*
- Almost **50%** of sales reps miss their yearly quotas — often because they fail to communicate **value** to prospects. — *Inc./HubSpot*

STORY ATTRIBUTES

"Stories implant ideas in people's heads" — Alan Duncan, Gartner



	Customer Success Storytelling	Case Study / Profile
Approach	Comprehensive illustrated narrative involving a personalized buying journey and life afterwards. More focus on customer emotions and experiences.	Concise testimonial outlining original pain points, solution chosen (and reasoning), end results and measured impact of the purchase. More focus on metrics and process.
Purpose	Encourage ongoing conversion of prospects into buyers. Help build compelling relationships between brands and target personas.	Enhance credibility and highlight proof of results with factual profile of a successful customer.
Goal	Establish a deeper connection with the brand, fostering empathy and deeper engagement.	Create confidence in probable results and potential impact.
Proof	Enhanced situation , and confidence from alleviated problems and resulting positive experiences.	Metrics and business impact from successful adoption of solution.
Result	Expressed brand personality through persuasive and interesting storytelling which propels success.	Builds trust and implies promise of similar results and experience.
Realism	Recounts an actual buying story but may also be <i>fictionalized</i> to illustrate the ideal buying scenario.	Actual results and opinions from a recent customer.

Motivate your prospects to become buyers and move people to action.

Enhance your credibility and win buyers in competitive engagements.

Story View

To Influence Better:

Add Human Value Stories to Business Value Stories

Investments
paying off via
visible indicators
and progress.

A Human Value Story (HVS)
helps contextualize and
makes **more real** the
Business Value Story (BVS).

Business Value Story



Rational
Corporate Strategy



Human Value Story



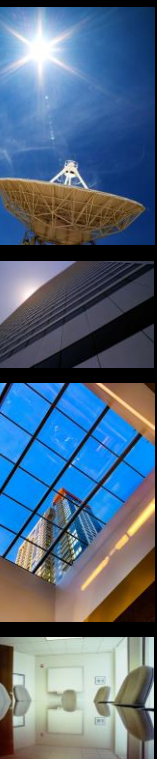
Emotional
Human Perspective

Human experiences
in emotional terms.

The combination results in the
best impact and retention.
What's different now?

"I want that outcome too."

Connect the Mind to the Heart



Private Use

- Sales engagements.
- Customer pitch decks and hand-outs.
- Executive briefings.
- Sales training.

Trade Use

- Partner events & engagement.
- Industry conferences.

Public Use

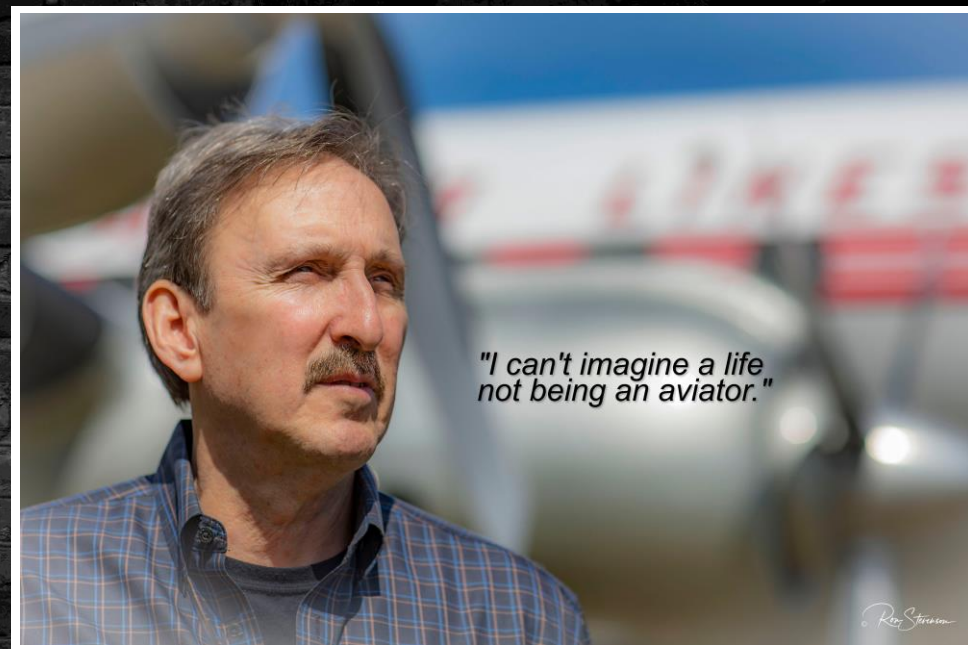
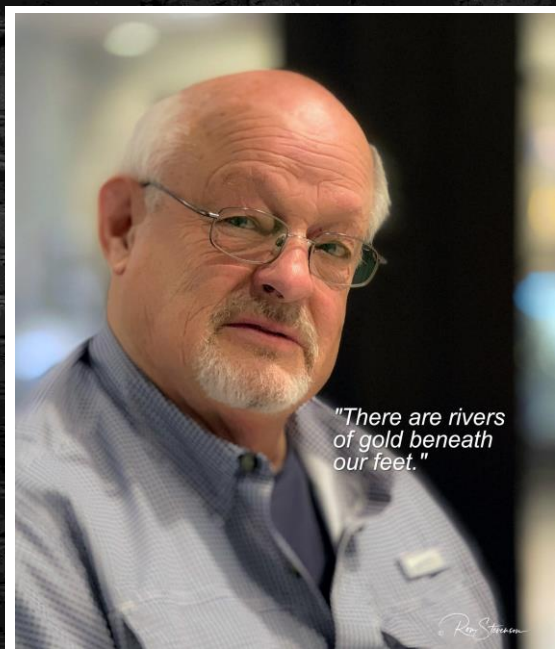
- Website content.
- Social media.
- Lead gen and ad campaigns.

Customer Benefits

- Showcase their leadership.
- Demonstrate differentiation, value and CX.
- Leverage for marketing/PR.
- Concessions & relationship.

PROCESS





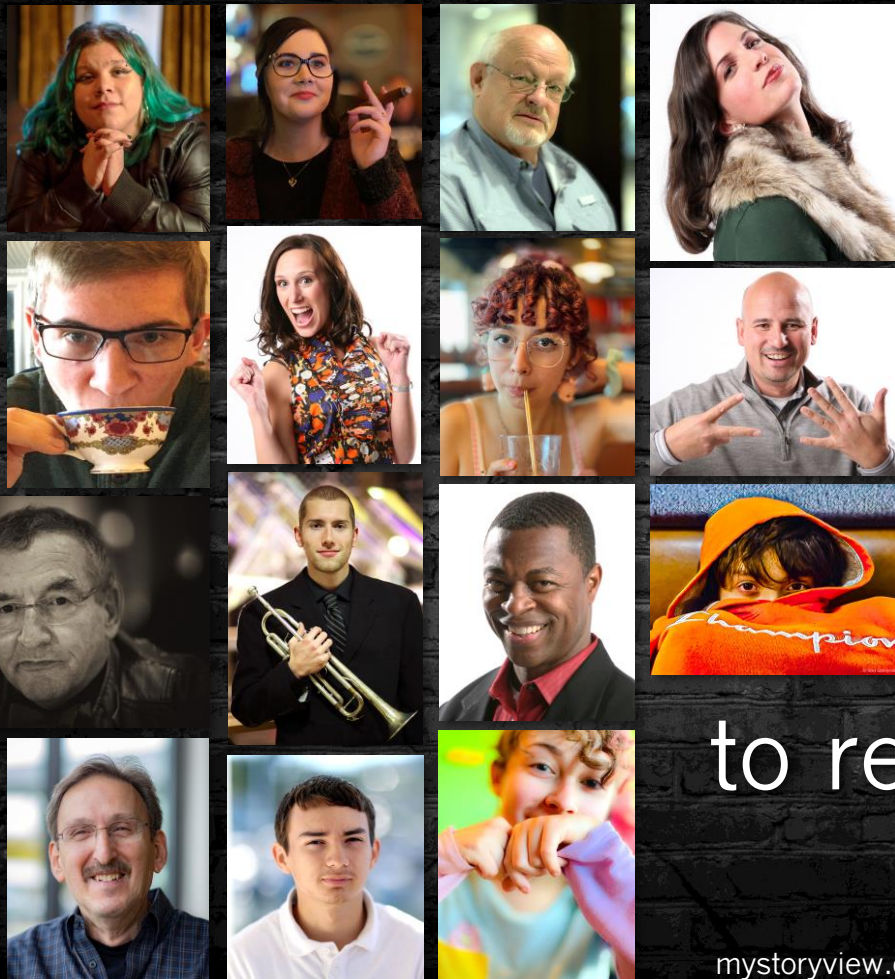
"Stories are the currency of human interaction" — Daniel Taylor



dreamstudio.ai

AI may write your copy,
but only **real customers**
can tell your story.

Story View



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