

Graphic Sales: Story Building Template

Purpose: Create a library of 20-second proof stories reps can deploy naturally in conversation.

These are not case studies.
They're credibility accelerators.

Story Coaching Notes

Before adding a stat, confirm:

- One pain.
- One action.
- One clear win.

If the rep needs more than ~20 seconds, it's too long.



Story Building Template — Example (Filled-In)

Example: Graphic Sales / Prospecting Playbook Work

PERSONA	CUSTOMER TYPE	INITIAL PROBLEM	WHAT WE DID	MEASURABLE OUTCOME	CUSTOMER QUOTE	ONE-LINE VERSION
Head of Sales	HR Tech SaaS (\$10M ARR)	SDR team booking almost no meetings	Built ICP, messaging framework, call structure	Meetings increased 5× in six months	"We finally have a system."	"One HR tech client was struggling to generate pipeline. After we rebuilt their outbound motion, meeting rates jumped fivefold in six months."

CRO	Global logistics software	Reps selling features instead of outcomes	Created value framework + story library	Win rates improved 22%	“Our reps sound like advisers now.”	“A logistics client was losing deals on value. After we reframed messaging around outcomes, win rates jumped over 20%.”
Sales Manager	Fintech scale-up	New hires taking too long to ramp	Implemented structured prospecting playbook	Ramp time dropped from 4 months to 5 weeks	—	“A fintech team cut rep ramp from four months to five weeks after rolling out a clear outbound playbook.”

Story Library

PERSONA	CUSTOMER TYPE	INITIAL PROBLEM	WHAT WE DID	MEASURABLE OUTCOME	OPTIONAL CUSTOMER QUOTE	ONE-LINE VERSION (REPS MEMORIZE THIS)
						"One client like you was struggling with _____. After we _____, they achieved _____."