

Influential Storytelling for Sales

Empowering a 100+ Sales Team to Tell Stories to Drive Key Messages

wolf & heron

Juniper Square

THE STORY

After several years of social distancing, **Juniper Square** was excited to host its first ever in-person Sales Kick Off event. The leadership was keen on ensuring the event was energizing and set a new standard for how the organization would engage with itself and its clients.

Given what they knew about the power of stories, the leadership determined that the SKO would be designed around **storytelling** with the theme **Ignite: Stories Brought to Life**. The leadership team hoped to encourage the exchange of stories between team members during the event and empower salespeople with a repeatable process by which they could develop effective influential stories for use in their sales conversations. Salespeople were expected to use stories to communicate the Juniper Square promise, illustrate common prospect challenges, highlight customer wins, and build rapport throughout the sales process.

Wolf & Heron designed a series of storytelling training experiences for team members at all levels. W&H drew from their foundational **Influential Storytelling** program and developed bespoke experiences from scratch. All were designed with the unique context of the Juniper Square salespeople in mind—their products, services, and clients—at the center. Wolf & Heron then delivered these experiences in person over the course of the week-long SKO event. The culmination of the week was a powerful storytelling showcase that featured stories that had been developed by salespeople across the organization.

“Juniper Square is passionate about the power of stories to provide the social proof that builds credibility and moves the deal along - and we have great stories to tell! We opted to frame our SKO around storytelling to give our whole revenue org the tools to leverage these successes.

Wolf & Heron provided a powerful training program that built the team's skills and promoted shared stories across multiple workshops. I'm excited to continue partnering with them as we build a robust storytelling culture within our organization!

Gail Behun
Sr. Dir. of Sales Enablement

OUR WORK TOGETHER

Wolf & Heron partnered closely with **Juniper Square** to develop a fully tailored set of storytelling experiences for the week-long SKO.

Before SKO

- > Leader Interviews to understand priorities and pain points for sales sub-teams.
- > Presentation and Story Coaching for the VP of Sales' opening keynote to elevate storytelling and ensure he would model the skills that would later be explored by everyone.
- > Working Sessions with Sales Enablement and Events Vendor to ensure continuity of messaging and smooth on-site delivery.

At SKO

- > Pre-kickoff leadership-only working session to cue leaders to what was to come.
- > **Influential Storytelling** workshop for all salespeople to establish a storytelling baseline and shared articulation.
- > **Double Click on Work Stories** working session to encourage salespeople to develop and practice stories that would be immediately relevant for sales conversations.
- > **Storytelling Showcase** to highlight storytellers throughout the organization and celebrate the skill development accomplished that week.

OUTCOMES AND IMPACT

68

PERSONAL STORIES
DEVELOPED FOR SALES
CONVERSATIONS

33

JUNIPER SQUARE STORIES
DEVELOPED FOR SALES
CONVERSATIONS

16

TEAMS THAT DEFINED KEY
MESSAGES AROUND WHICH TO
DEVELOP STORIES

10

FOLLOW-UP ACTIVITIES
IDENTIFIED BY LEADERS TO
SUSTAIN THE LEARNING