

The logo for rip media group, featuring the text "rip media" in a white sans-serif font above the word "group" in a smaller white sans-serif font, all contained within a light blue speech bubble shape.

rip media
group

The Story Selling Method

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The Storyselling Method



Let me show you the Storyselling Method in action....

So, there is an incredibly useful sales tool that I've used for years, which delivers high margin sales, with very few and sometimes, no, salespeople at all.

If you don't have a super effective message, then you're likely losing out on the chance to communicate with powerful impact.

I want to share with you the Sales Narratives course that you can use to structure:

- *PowerPoint presentations,*
- *Videos*
- *Sales meetings*
- *Your biggest pitch calls*

It only works when you take action and you try it.

That is why I am giving you this worksheet, so you can use it and experience it for yourself.

You'll find your new message will be clear and simple - while getting more people on board with what you are trying to convey.

Use S.C.I.P.A.B.



S

What's the **situation**?

C

What **complicates** the situation?

I

What is the **implication** of a failure to act?

P

What is your **position**?

A

What is the **action** you want them to take?

B

What are the key **benefits** of taking action?

***NOW, IT'S
YOUR
TURN***

Time For Your Story



S

Situation

Notes: *What's the Situation?*

C

Complication

Notes: *What complicates the situation?*

I

Implication

Notes: *What complicates the situation and complication?*

P

Position

Notes: *What is your position or offering?*

A

Action

Notes: *What is the action you want them or that you plan to take as a result of what you positioned?*

B

Benefits

Notes: *What are the key benefits of taking that action?*



To learn more in-depth training on selling with stories, or having content created with selling methodologies like S.C.I.P.A.B, contact a solution expert at **Rip Media Group**

Contact Us