



## SALES STORY BOARD

### Your Ideal Customer

What do they want?

### The Problem

What problem does your customer have?

Internal:

External:

Other:

### You the Guide with

Empathy:

Authority:

**Provide a Plan**

Describe your simple plan:

**Call Them to Action**

What's the specific action you want them to take?

**When they Do, Success Looks Like**

Describe what success for your ideal client:

**If they Don't, Failure Looks Like**

Describe what tragic results keep happening or happen:

**Immediate Win**

What benefit will they receive immediately?