

# STORIES FOR SUCCESS WORKSHOP

## GAIN INSIGHT AND TOOLS TO CREATE AN EFFECTIVE MARCOM STRATEGY YOU CAN USE TODAY

One of the biggest challenges businesses face is building a successful integrated marketing communications (marcom) strategy that is measurable and drives results. Standard marcom plans usually focus on the features of products, services, or technology, not the impact or business value delivered to a customer. As a result, customers don't engage or buy, so sales fall short.

Stories for Success teaches business owners how to use storytelling and marcom fundamentals to market their business more effectively to drive sales. During this interactive workshop you will learn the neuroscience behind storytelling and why it works, the importance of a story framework and how to create one, and how

marcom fundamentals are the foundational building blocks for a successful plan. By focusing on positive impact, solving customer problems, and addressing customer pain points, your marketing communications strategy will influence buying behavior and drive sales engagement.

## CONTACT US TO LEARN MORE OR SCHEDULE A WORKSHOP

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stories *for* success

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