

**OUT-MARKET YOUR
COMPETITORS**

**WITH STORY SELLING
CASE STUDIES**



ATTRACT AND EDUCATE YOUR IDEAL CUSTOMERS



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Right now your competitors are doing the same as always...

Hunting for and trying to convince potential customers to buy from them.

But buyer behaviour has changed significantly since the pandemic.

And the best adage which is relevant to how things are right now is:

“People hate to be sold to but they love to buy”

A major factor that has changed is that buyers are now spending 33% more time researching options before making a purchase decision.

They don't want to be sold to, instead they are committed to investing quality time into making the best choice of product or service.

B2B marketers need to adapt quickly to this and the answer is actually beautifully simple...

“Stop selling and start educating”

B2B buyers are fundamentally driven to make the right choice and quite often their job could depend on it.

But it's the increase in research activity is what's worth paying attention to.

The new way to sell in B2B is to help prospects with their research process.

The Secret: Create and make available the best research materials possible.

If you do that your target customer base will thank you for it.

And if you don't give it to them and in a suitably accessible format too... they'll get what they need elsewhere anyway.

So there's zero down-side to this approach.

You'll stand out as being genuinely helpful where others are not.

Plus, you get to stay in control of the narrative and shape it in your favour.

OUT-MARKETING COMPETITORS

You can turn your competitors' greatest weakness into a significant advantage for you.

The latest research tells us that only 6% of B2B purchases are made by a single person.

The remaining 94% are all decided upon by a group of buyers.

Another major shift in buyer behaviour involves a preference to self-serve and avoid contact with sales reps:

49% of people with influence in a purchase decision never make direct contact with a vendor's sales team.

So approximately HALF of the people that you need to win over in that group and have voting in your favour are NOT directly contactable.

They are 'invisible influencers'.

The Opportunity

B2B buying is overwhelmingly a group activity.

So if you can find a way to successfully market to the group *including* the invisible 49%, this is where you'll gain a significant competitive advantage.

WHY CASE STUDIES ARE THE ANSWER

There is nothing better suited than case studies to meet the needs of both customers and yours as a marketer, here's why:

1: Education Resource

True case studies are able to provide customers with *exactly* what they are after.

They allow customers to understand their situation in more detail, what to expect, guidance on making an informed decision, along with a first hand appreciation of the outcomes you're able to provide.

It's so important to embrace the concept that buyers *want* high quality research materials and educating is the ultimate way to sell.

2: Ideally Suited For Sharing

Your lead customer contact will be in touch with everyone, including the 49% of invisible influencers.

Whilst other marketing assets are likely to be glanced over, a highly specific video case study is the ideal type of asset to be shared and crucially... *watched with interest*.

VIDEO NOT TEXT

We are though talking about video case studies here.
Case studies based around a customer interview.

Written case studies are affected by the potential for lack of trust in their authenticity.

Equally, written case studies can be skim read and simply glanced over.

Neither are true for video case studies, plus you have the additional bonus of video being the preferred medium of consumption by customers.

Read a lengthy case study, or watch a short video?

Which would you prefer?... your customers would think the same.



WHAT BUYERS SAY

The 2020 B2B Buying Disconnect report surveyed 1,485 B2B buyers across a range of seniorities and organisation sizes.

One of the most incredible revelations was that...

According to buyers themselves, **the most effective** type of marketing asset at driving them towards a purchase decision is a TRUE case study.

The only caveat is that it has to be a true case study and that's where a previous customer shares the full story leading to having acquired a product or service.

It includes an honest review of their experience, what challenges they faced, what they learned along the way, and how life is different from now on.

Priceless

In the study, buyers happily rated and feedback what they thought of the full range of assets and techniques which marketers use.

But for them to clearly rate true case studies as the most effective at driving them towards a purchase decision is a priceless insight.

LEVERAGING THE POWER OF STORY

The problem with most case studies is that they follow a very weak Problem-Solution format.

In reality they're nothing more than an advert disguised as a case study, and customers don't want adverts - they want to learn.

A true case study should tell the FULL story behind the journey of the customer acquiring a product or service.

Push-Back

Did you know that marketing claims are prime triggers for what is known as 'Push-Back?'

'Push back' is resistance to unsupported facts or anything which differs from what we currently believe or know to be true.

When ever we push-back on something our mental defences go up and the flow of information is slowed down to a trickle.

Stories however bypass your push-back filter, which means that whatever is said in a story is accepted entirely without challenge.

It's the most incredible phenomenon which marketers can use to great effect if used properly.

THE GAME-CHANGER

‘Story Selling’ is when you use the art of telling stories to persuade or sell.

Its strength lies in the ability of stories to bypass your push-back filter and with that, whatever is said in a story being accepted **WITHOUT** challenge by the audience.

When proper structure and story technique is applied it allows you to have every educational insight and sales talking point directly absorbed and retained by your prospect.

Story selling is the quickest and most effective route to developing highly educated customers who appreciate in detail the value of what you offer.

By incorporating story selling into video case studies you then have a ***truly formidable*** tool to influence EVERY necessary decision maker in your favour.

There is no better way to put story selling to work than with a video case study.

Now, with regard to the stories themselves there’s one crucial concept which needs to be adopted...

MAKE YOUR CUSTOMERS THE HERO

Unfortunately your prospects don't really care about what you have to say about your product or service.

However, they'd invariably **love** to hear about how **someone like them...**

- Had a similar problem
- The challenges they were up against
- What they had to take into consideration
- What they learned along the way
- How the solution took shape
- What life is like from now on

The above is actually an adaptation of the most successfully movie formula of all time, 'Overcoming The Monster.'

The regular Problem-Solution approach simply doesn't come close to covering the richness and detail which this formula can.

By telling a real story from the customer's perspective and in their own words it's infinitely more compelling and relatable.

The trick is to make sure they cover all of your features, benefits and sales talking points in a natural fashion and all within the evolving format of a story.

3 BIG REASONS WHY

So the 3 big reasons to take action on rediscovering case studies and putting them to work right now are:

- They are the ultimate education resource for making available to customers with their research efforts
- They are perfectly suited for sharing with all stakeholders **including** the 49% of invisible influencers
- They allow you to make the best possible use of story selling to have all of your features, benefits and sales talking points absorbed and retained in a way like no other can

3 More Reasons

There are actually 3 further benefits for you embracing story selling case studies...

- You'll be able to create entire campaigns around driving traffic to these highly valuable customer resources
- Your social content can focus on what your customers say, think and feel which will make your content A LOT more relatable to your target customers
- (Brain dead, will come up with this later)

THE ONE THING LIKELY TO STOP YOU

Unfortunately, there's one obstacle likely stop you at this point.

According the the B2B Buying Disconnect report, and this time *according to B2B marketers...*

Case Studies are the marketing asset **least likely** to be produced.

The reasons given were simply down to the amount of time, effort and hassle that it normally takes to produce them.

You probably didn't need a study to tell you that either, because as you know - they generally *are a lot of work to produce*.

That actually was the driving reason behind me setting up Story Hero®... to provide B2B marketers with a worldwide service to take care of the entire process of producing video case studies.

Why it shouldn't stop you

In short, it shouldn't stop you though because the prize is most definitely worth it.

You now appreciate their true potential.

Yet, your competitors are either not using them properly or they're most likely not producing them at all for the reason above.

The opportunity is there... you just have to act on it.

What's next?...

Hopefully this has captured your imagination.

There are two courses of action which you could take right now...

1. Take a look at our **forthcoming free webinars** which look further into case studies along with highly effective campaigns to put them to work: <https://storyhero.uk/case-study-webinar>
2. **Book a consultation session** to discuss having a story selling case study produced for your company: <https://storyhero.uk/consultation>

If you have any questions feel free to email directly.

I hope you found this useful and that it really will set about giving you an edge over your competitors.



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