B2B Narrative Fundamentals: Presentations

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ODGERS BERNDTSON

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SAMUEL

sync.com

eventmobi

MDBilling.ca

DataHen

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ROGERS

potential project

Focused Minds | Organizational Excellence

J. JUDI.AI

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coconut

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EVERYONE HATES MARKETERS

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B2B Presentations and webinars are perfect for...

B2B content is for...

- Repositioning your product or service to new audiences, or to a new challenge.
- Pitching a new product.
- Answering a bunch of pre or post-sale FAQs your sales team hears all the time.
- Debunking misconceptions, busting myths that are a barrier to adoption.
- Sharing industry research that's relevant to your prospects.
- Teaching your customers or prospects a new skill.
- Telling success stories from past clients, to help seal the deal.
- Coaching prospects on how to sell your product/service internally.
- Walking through a product or service implementation process.

Spoiler alert:
Most "content" is boring.

Common Narrative Pitfalls

1. Starting with an intro **that's all about you.**
2. **Too many inert facts,** theory, concepts and no examples or story.
3. **Failure to apply empathy** and connect to where the audience is starting.
4. **Too much text** on slides.

But...the good stuff can be a catalyst for meaningful change, using human contact.

Change

Uninformed→ Informed

Uninterested→ Interested

Stuck→ Unstuck

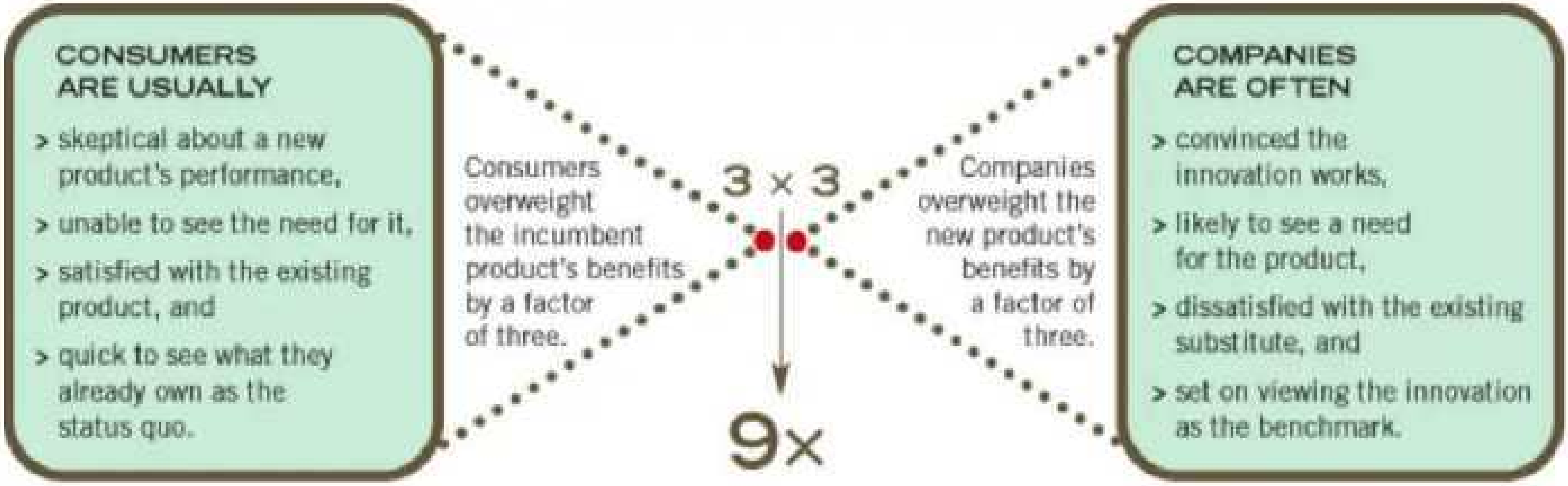
Change

Uninformed→ Informed about a new product

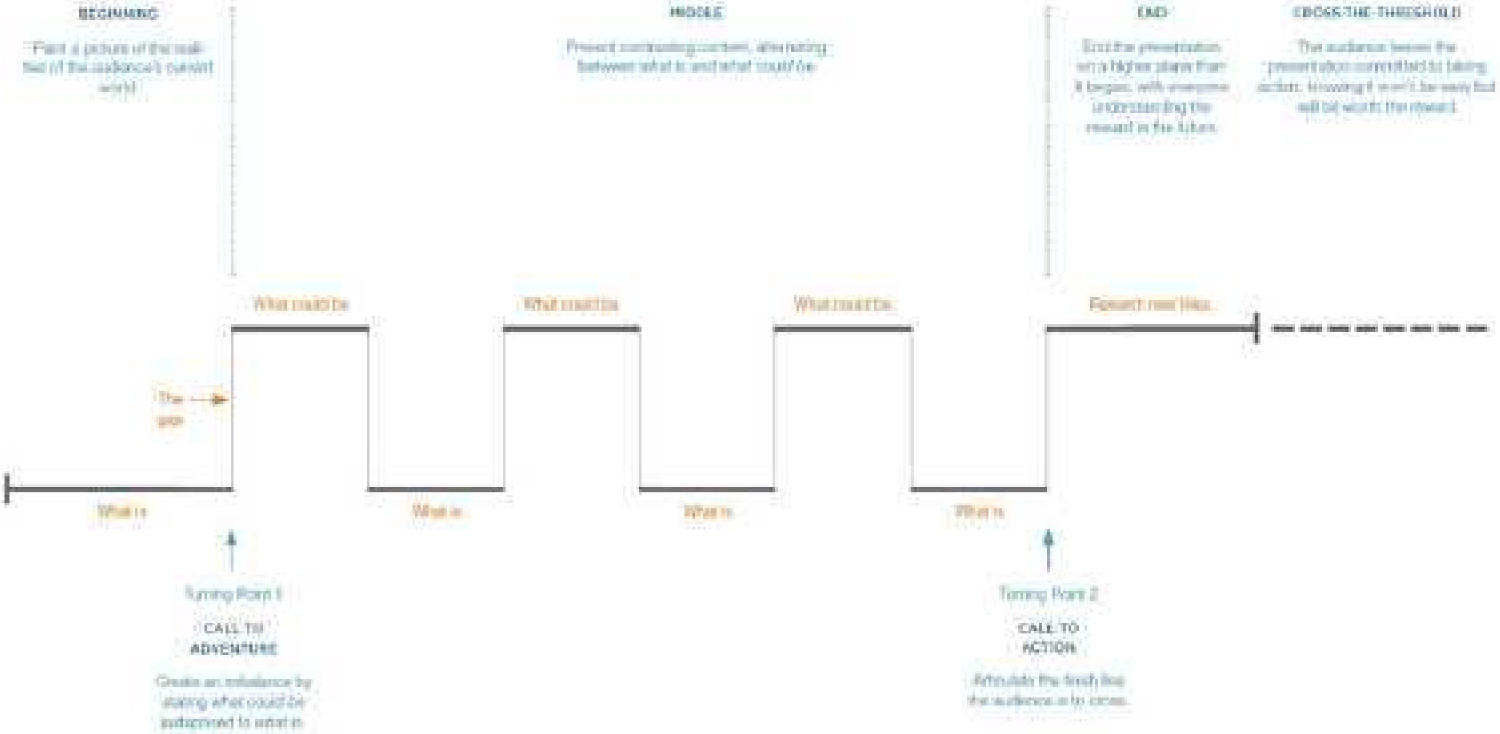
Uninterested→ Interested about a new solution to a current challenge

Stuck→ Unstuck on how implement a product in your current workflow

But, in Minds of Our Prospects...Change Is Hard



The Importance of Ebb and Flow



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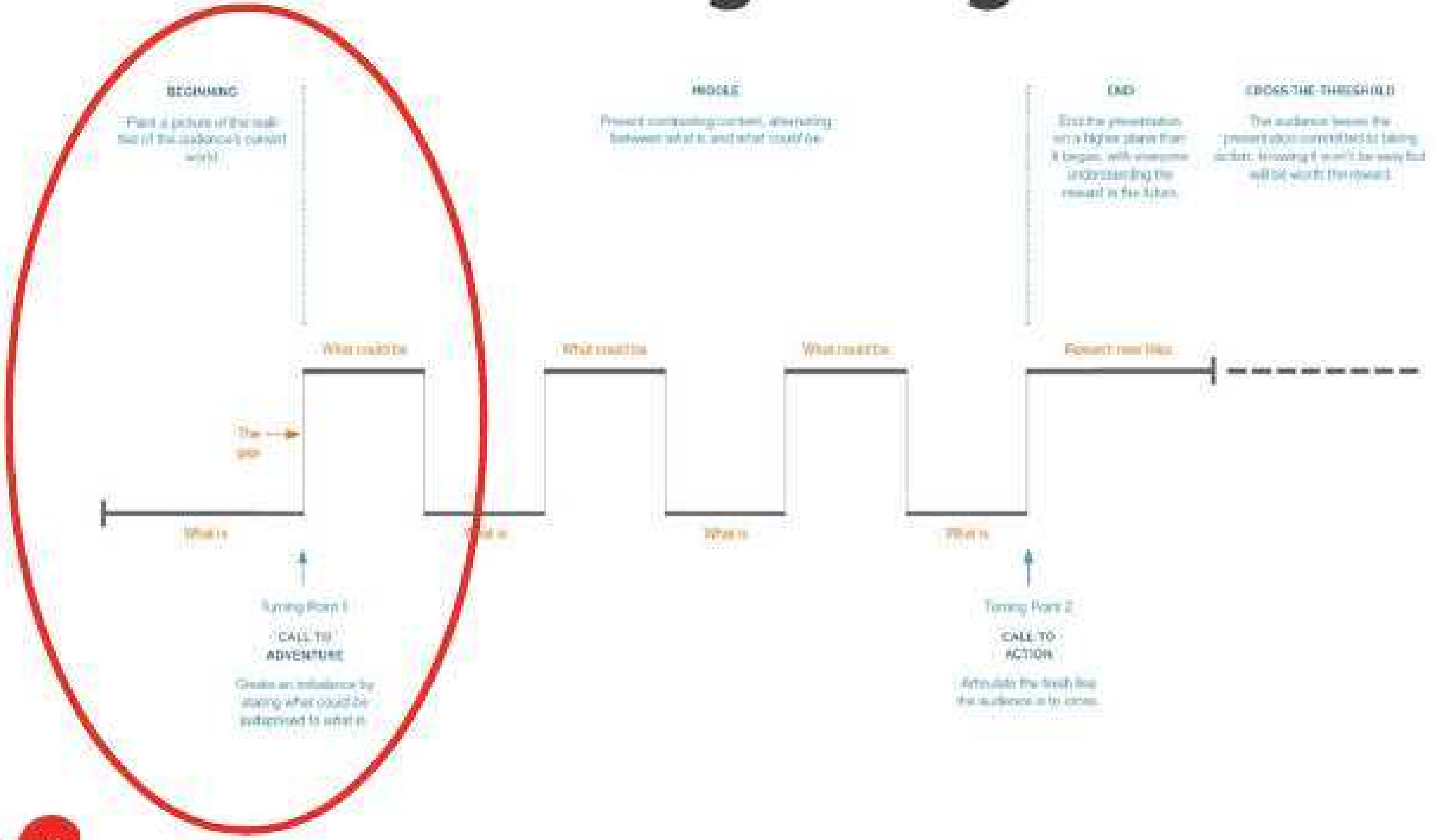
Your Job: To Make Your Audience "See" Ideas

- The enemy of persuasion is obscurity.
- The more you want your idea adopted, the more it needs to stand out.
- Show how your idea **contrasts with the existing expectations, beliefs, feelings or attitudes of the audience.**

The Beginning



Begin from a Shared Place of Understanding

- What is my big idea?
- What are my audience's existing expectations, beliefs, feelings or attitudes? Aka what is the status quo?
- How does my idea or message contrast against this?

How does your idea contrasts with the existing expectations, beliefs, feelings or attitudes of the audience?

Paint a Picture of the Realities of their Current World

- What problems are they dealing with? What's the scenario?

What problems are they dealing with? What’s the scenario?

Advertising is changing how we view privacy and personalisation

New and evolving government and company policies are altering the way businesses gather data to deliver personalised experiences while meeting privacy expectations. It focuses on giving consumers more control.

Disruption to how gaming businesses drive growth

Reach and user acquisition
Challenge targeting high value users

Ad monetization
- Limitations to delivering targeted ads (specifically on iOS)
- Decreased CPMs

Closing the loop (UA & monetization)
Inability to accurately measure and optimize ROAS from in-app ads

Call Them to Adventure

- Create an imbalance by stating **what could be juxtaposed by what is.**
- This is like what screenwriters call the inciting event in a movie.
- Tease dramatic tension by contrasting the commonplace with the lofty.
  - **Today you're dealing with ....tomorrow, X could be yours....**
- Pose an intriguing insight that the audience will want the rest of the presentation to address.
  - **Did you know that X has already figured out how to X?**
- Elicit the audience's desire for a different reality than this one.
  - **What if you could....**
  - **Imagine a world where....**
- Stir them up as you explain what is at stake, and what it takes to resolve the gap.
  - **If you want to X, you're going to have to X...**

How might we call them to adventure?

Solutions for sustainable growth

Building resilience for your business

Reach and user acquisition

- Instant Games
- Cloud Games
- Facebook Gaming Services
- Cloud Playable Ads
- Automated App Ads

Ad monetization

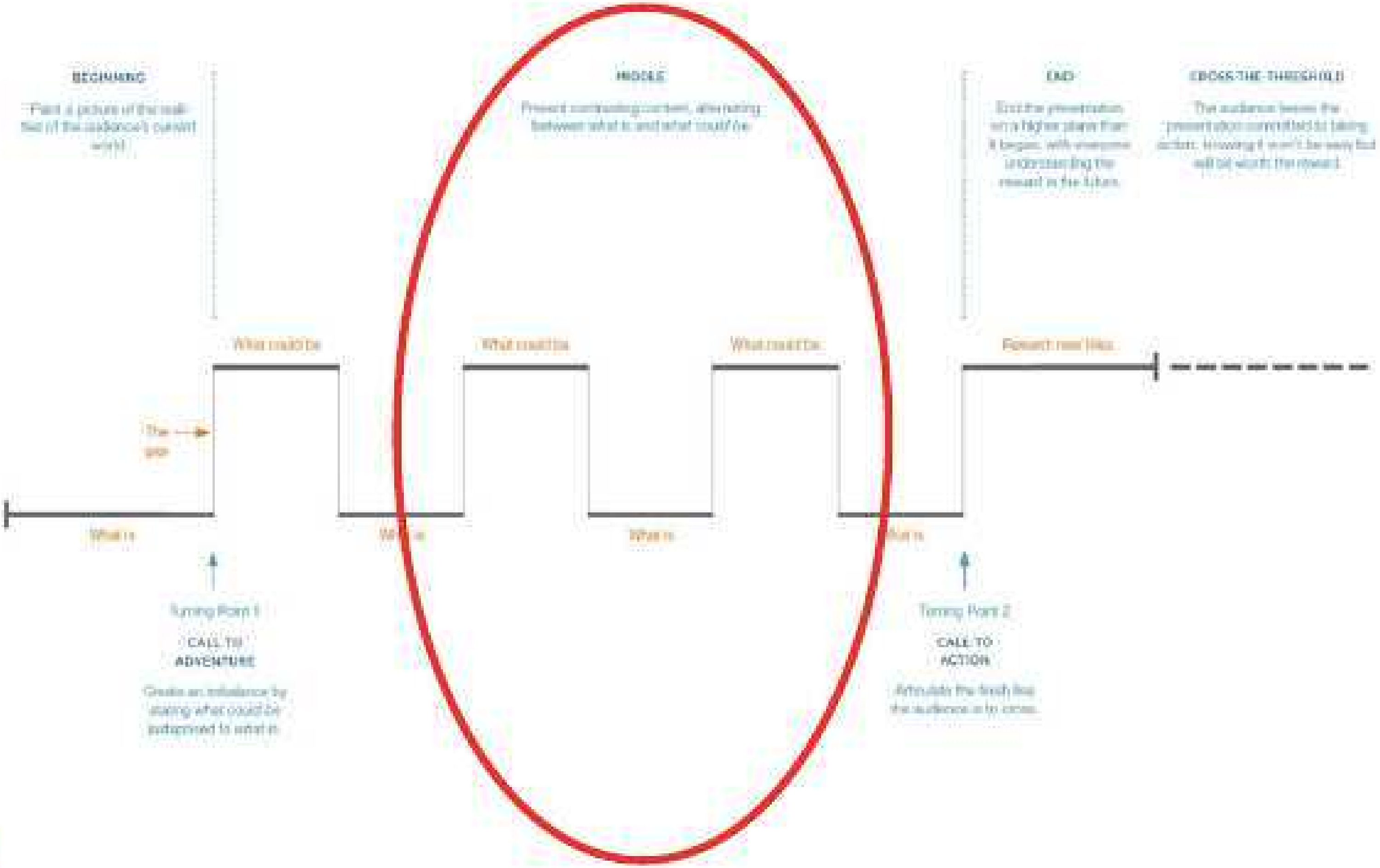
- Bidding
- IAA + IAP
- Rewarded Video

Closing the loop (UA & monetization)

- Campaign-level ROAS

Build and grow — Monetize

The Middle



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Create an ebb/flow with contrasting content

- What is vs what could be
- Fact vs Story

What is

vs what could be

Contrast What is with What Could be

What is	What could be
Alternate point of view	Your point of view
Past/Present	Future
Pain/Problem	Gain/Solution
Roadblocks/Resistance	Clear Passage/Action
Impossible	Possible
Need	Fulfillment
Disadvantage	Advantage/Opportunity
Question	Answer


Yesware
THE PRESCRIPTIVE
SALES SOLUTION

What is

What could be

The Sales Productivity Challenge

Traditional solutions fail because they develop separate applications with no consideration for existing sales processes or a rep's journey toward adoption.

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TURNING CUSTOMERS
INTO SUBSCRIBERS
Tien Tzuo
CEO & Founder, Zuora
zuora

What could be

What is


A GLOBAL PHENOMENON
80%
Of customers are demanding new consumption models
The Economist 2014
50%
Of people in France are moving away from traditional ownership
- Institut Français D'opinion Publique (IFOP)
80%
Of German companies have dealt with the issue of subscription business models.
- IDG Research Services
$420B
Spent on subscriptions in the US in 2015, up from $215B in 2000.
- Credit Suisse
zuora

How might you contrast what is with what could be?

- What KPIs are they measuring today? How could you make them more successful in the future?
- What is the shift that is happening in the world? What has become obsolete and what does the future look like?

Fact vs Story

Facts alone fall short.

The problem is this: No spreadsheet, no bibliography and no list of resources is sufficient proof to someone who chooses not to believe. The skeptic will always find a reason, even if it's one the rest of us don't think is a good one. **Relying too much on proof distracts you from the real mission; which is emotional connection.**

-Seth Godin

Stories convey meaning.

Contrast Fact with Story

Analytical Content	Emotional Content
Diagram	Benefits
Feature	Analogies, metaphors, anecdotes
Data	Evocative images
Evidence	Humor, surprises
System	Customer stories
Process	Offers, deals
Facts	Shocking or scary statements
Supporting documentation	Biographical or fictitious stories

How might we contrast fact and story?

Establish **structure**

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It is unwise to merely dump a pile of unstructured information into the laps of your audience. They will have the same reaction as if you take a watch apart, fling the pieces at them and say “Here’s all you need to make a watch”. You might get high marks for research and energy, but that is a low-class consolation prize. By doing this, you confess that you don’t know what to do with all the stuff you’ve dug up. Audiences expect structure”

--Henry M. Bottinger

Organizational Structures: Storytelling options

Chronological: Arrange information related to events according to their time progression.

Sequential: Arrange information according to a sequential step-by-step process.

Climatic: Arrange information in order of importance usually moving from least to most important point.

Organizational Structures: Contrast options

Problem-solution: Establish the problem helps convince people of the need for change.

Compare and contrast: Arrange information according to how two things are different from each other. Insights surface when information is juxtaposed.

Cause and effect: Arrange information to show the different causes and effects of various solutions. Effective when promoting an action to solve a problem.

Advantage and disadvantage: Arrange information into “good” and “bad” categories. This helps the audience weigh boths sides of an issue.


GENERATE IDEAS
FILTER DOWN
CLUSTER
CREATE MESSAGES
ARRANGE MESSAGES
4
1
3
5
2
6
7
Collect, create, and record as many ideas as possible.
Filter down to the best ideas that support your big idea.
Cluster ideas by topic.
Turn topics into charged messages in the form of a sentence.
Place messages in an order that creates the most impact.

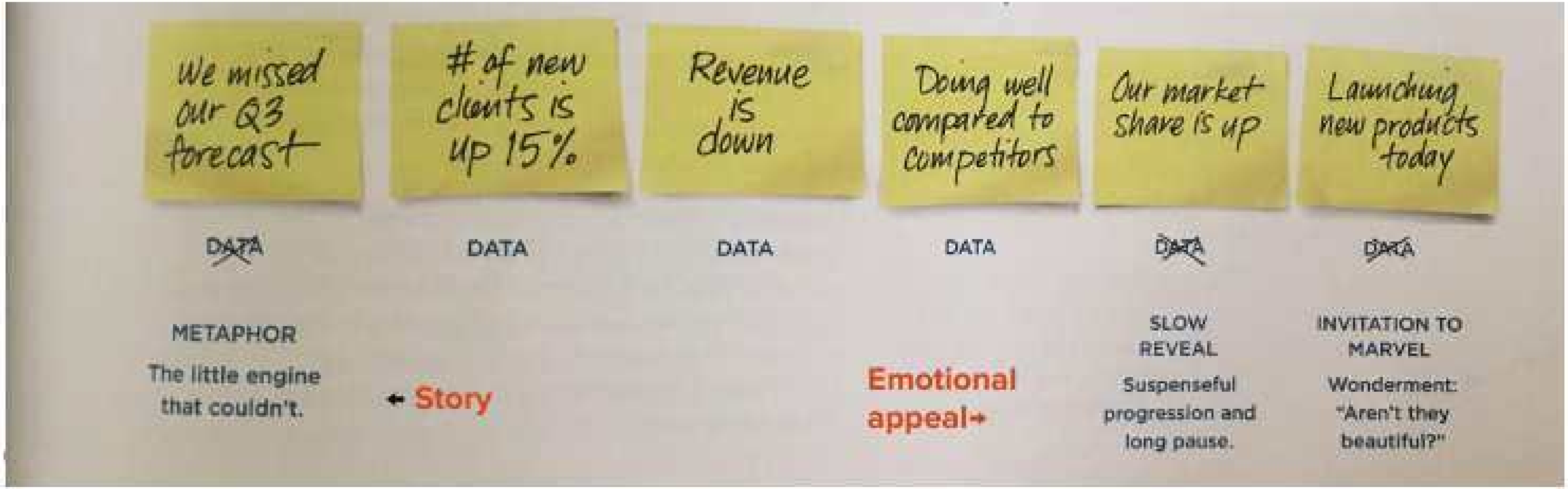
Big idea: Q3 revenue is down and we're still in the lead, but if we slow down, we'll lose market share

We want to move from... Being unsure about the company's future, and financial distractions are breeding low productivity

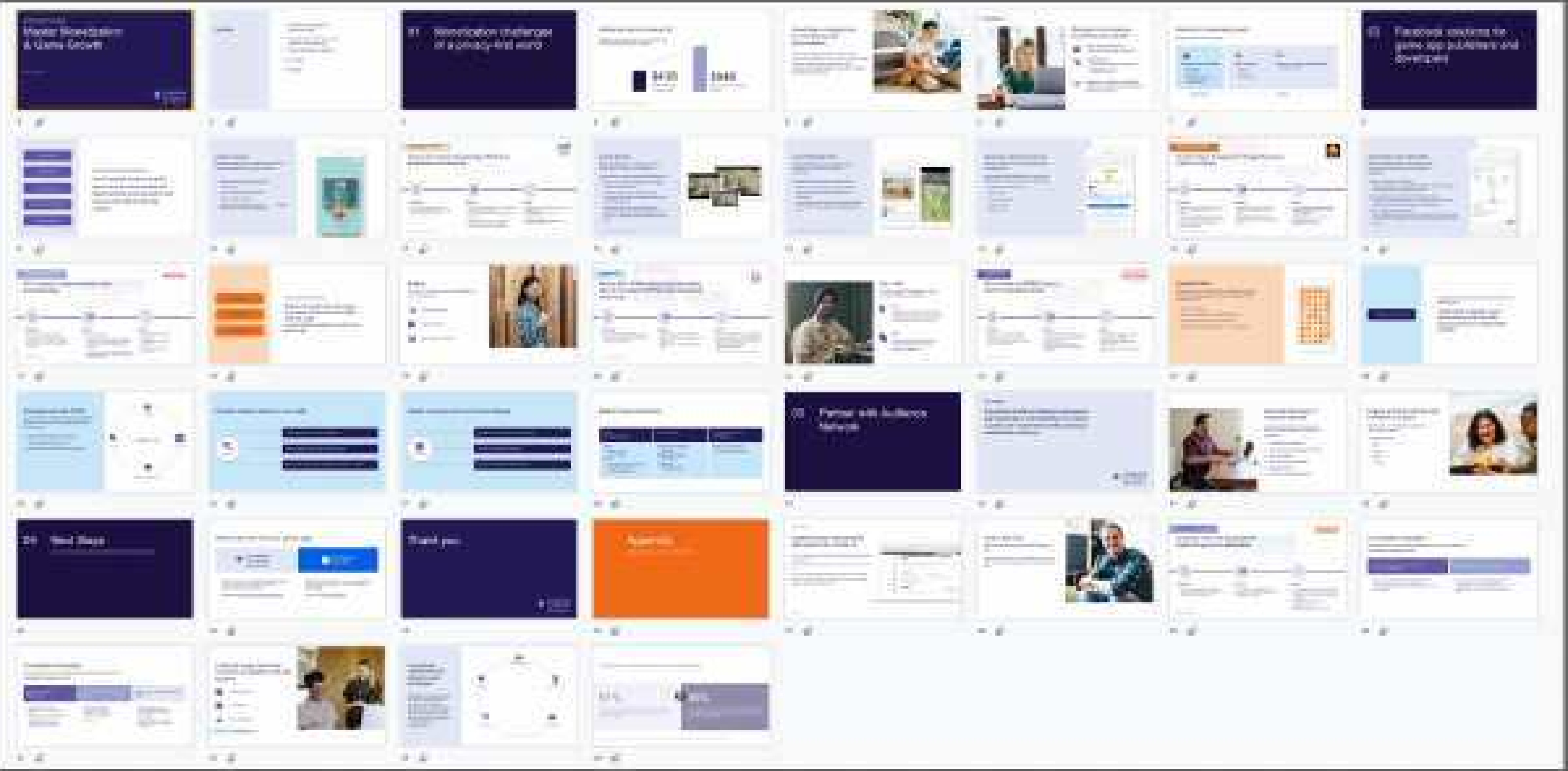
To... Confident that we will succeed, motivation to create even better products next quarter

Original structure: Demoralizing

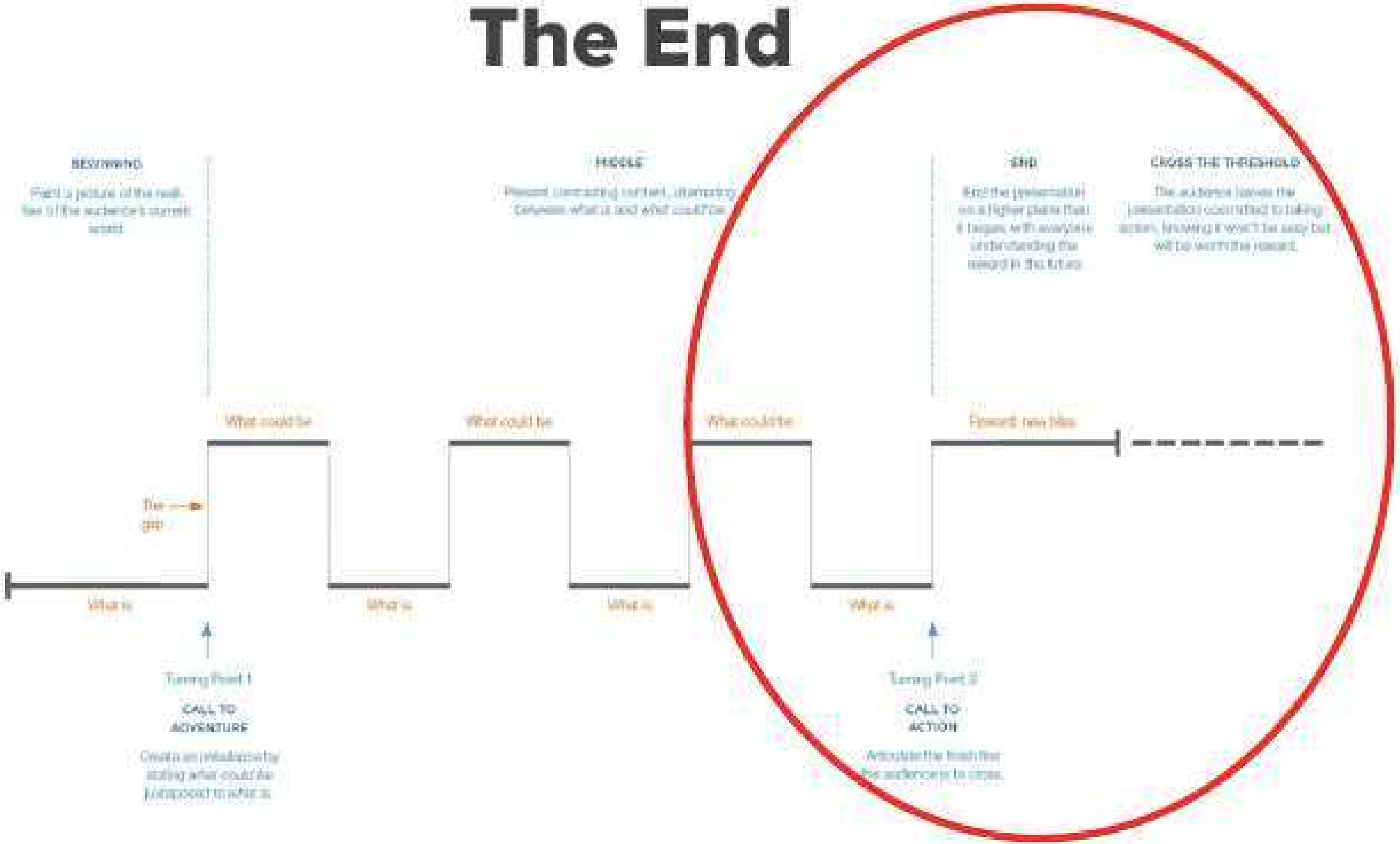
New structure: Uplifting



Which organizational structure might work best?



The End


BEGINNING
MIDDLE
END
CROSS THE THRESHOLD
What could be
What could be
What could be
What is
What is
What is
What is
Turning Point 1
CALL TO ADVENTURE
Turning Point 2
CALL TO ACTION

Call to Action

- Identify actions that are simple, straightforward and easily executed
- Audience should be able to connect their actions with a positive outcome for themselves.

Different CTAs for Different Folks

WHY
- create
- invent
- pioneer
- activate
- adopt
- empower
- promote

WHAT
- acquire funds
- provide resources
- provide support

HOW
- Assemble
- Decide
- Gather
- Respond
- Try

Which CTA is best for this audience?

Click to add text

Want to earn more from your gaming app?

FACEBOOK AUDIENCE NETWORK

FACEBOOK GAMING

Learn how to grow your gaming app business with smart sustainable monetization solutions. Ready to master monetization?

Get started at facebook.com/audiencenetwork

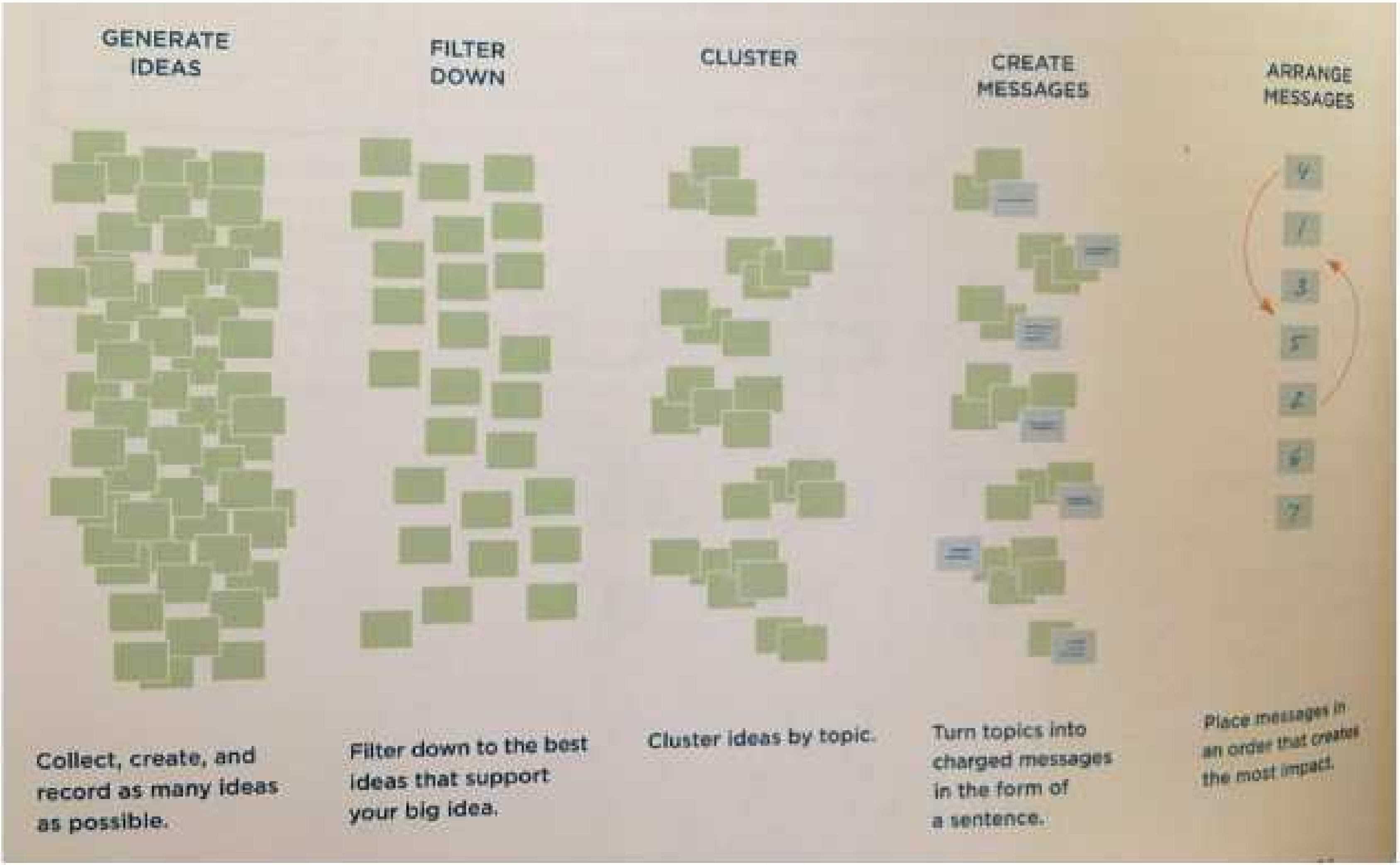
Get access to the audience, tools and support you need to bring your games to the world. Ready to start building?

Learn more at fb.gg/developers

Process suggestions

Process Ideas

1. Brief/outline with sales/marketing
2. Write all your ideas on stickies (forces you to keep it to one idea/slide)
3. Organize it into a macro structure.
4. Look for opportunities to create contrast (What if/what could be, fact/emotion).
5. Create deck.
6. Review for common pitfalls (starting with "meness"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Brief for Sales/Marketing

Presentation Brief

A The Audience:

- Who is the hero?
- Are they problem-aware, solution-aware, or product aware?
- What is their level of education/understanding of the problem? Solution? Or product?
- Are they why, what or how people?

Z CTA:

What is the call-to-action? Where do we want them to end up?

- What is my big idea?
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- How does my idea or message contrast against this?
- What problems are they dealing with? What's the scenario?
- How might we call them to adventure?