Value Storytelling for SaaS and Cloud Solutions

Public workshop · Live online

Thursday 5 November 2026 · 09:30–14:30 GMT · 4 training hours

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Workshop focus

- **Open with a buyer priority**
- **Show the change in the work**
- **Support the value claim**
- **Retell it for another listener**

SaaS Sales Training

Practical people skills for tech teams

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Workshop overview

Tell the story of what changes when someone uses your solution. Hear a buyer repeat it back, then refine the example and evidence until the value is clear.

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Workshop practice

In a group of up to four, you take turns practising situations agreed during your training needs analysis. A peer or your facilitator gives you feedback on what they saw and heard. You try the difficult part again.

Preparation and follow-up

Before the workshop

For a manager-sponsored place, we first ask your manager what they want the training to help you do. In a short, private training needs analysis (TNA), you tell us about your product or solution, the people you work with and a conversation or task you want to handle better. You and your facilitator agree what the group can use for practice.

Choose one capability and a buyer decision your story needs to support. Share a short written or recorded version in the agreed format, using only material you may share.

Bring · A short solution explanation and an approved example, sketch or supporting fact you can use in the group.

After the workshop

Revise the story in the same format. Try it with your intended audience and ask what changed for them and which point still needs evidence.

Your individual report compares structure, relevance, clarity and evidence in the submissions. Delivery and interaction feedback uses observed workshop practice, or the 2 recordings if you submit video. Your 30/60/90-day action plan identifies practice opportunities and review criteria.

Workshop agenda

09:30–10:00	**Open with something your listener recognises** Explain the value of your solution to a peer playing your intended listener. Ask them what problem they think it solves, then try a sharper opening. **Feedback** · The listener repeats the message in their own words so you can hear what landed and what they had to guess.
10:00–10:45	**Tell the story through one piece of work** Describe a task your buyer does today, the change your solution enables and what that means for the person doing the work. Tell it aloud in under two minutes. **Feedback** · Peers point to the sentence that made the change tangible and flag any product term that interrupted the story.
10:45–11:30	**Deliver the story and take a question** Present the short story from your own brief. Invite a question, answer it and ask the listener what decision the story helps them make. **Feedback** · Your listener tells you which detail mattered to their decision. The facilitator identifies one claim that needs clearer support.
11:30–12:30	**Lunch break** Optional 10-minute 1-to-1 video check-in with your facilitator to review feedback and focus your afternoon practice.
12:30–13:15	**Retell it for a different stakeholder** Choose a second listener relevant to your sale. Tell the same story again, changing the example, emphasis or evidence to fit that person's priorities. **Feedback** · The new listener names the detail that answered their concern and challenges any benefit or result they could not verify.
13:15–14:00	**Replay the passage that lost the listener** Repeat the part peers found confusing. Try a simpler explanation or a stronger piece of evidence, then take the original question again. **Feedback** · The listener compares both versions and tells you whether they can now explain the change and its value accurately.
14:00–14:30	**Close your next buyer conversation** Deliver the closing lines you will use at work, then ask a question that lets the buyer judge the value for themselves. Rehearse your response to their answer. **Feedback** · Your peer tells you whether the question invites a useful decision and whether your response uses what the buyer actually said.

Free workshop resources

Pick one product feature. Use the checklist to connect it to a problem your buyer recognises and an outcome you can demonstrate.

SaaS Value Storytelling checklist

Value Storytelling e-learning

Browse all checklists