

# Turning Selling into Buying<sup>®</sup> Case Study/Use Case Format

(including blank sheets)

## 1. The Customer/Client



e.g. Description (+ name and Logo if Case Study and authorised)

## 2. Snappy Elevator Statement (part of Elevator Pitch Suite)

*"Asia's largest pharmaceutical distributor used our 'Instant Fulfilment' service to reduce costs by 25% and increase retention revenue by 15% — within the first 6 months"*

## 2. The Problem they used to have (DESCRIBED IN 'REAL-LIFE' TERMS BUT ALWAYS LINKED TO T.I.R.E.S.)



(NOTE: DESCRIBE WHAT *THEY* WERE EXPERIENCING IN *THEIR* TERMS)

(BE EXPLICIT ABOUT *AWAY FROM* BUYING DRIVERS AND *TOWARDS* BUYING DRIVERS):

e.g. *'Senior management needed... Unpredictability of... The cost of... potentially Expensive Risk of...'*

## 3. The Offering they bought from you



Offering Title/Label (if available)

Short Description

(NOTE: INCLUDE ALL PRODUCTS, SERVICES, 3RD PARTY ADD-ONS, TRAINING, SUPPORT, TS&CS, FINANCING ETC)

## 4. What the Client Took Away from the Purchase



(NOTE: USE VALUE PROPOSITION PAIRS:)

e.g. *'This Feature/Function delivered this TakeAway which produced these T.I.R.E.S.'*

**5. ROI Framework/Justification** (DEPENDING ON USE CASE/CASE STUDY/CASE STUDY/PERMISSION)



Actual cost of Time that used to be wasted

Actual extra Income from using Time that is now available

(USE CLIENT FIGURES OR RESEARCH/MARKET FIGURES)

Actual or Projected extra Income generated by capabilities of your Offering

Potential Cost if feared risk actually occurs (**NOTE: CLIENT'S FIGURES MUCH PREFERRED**)

Actual or Projected Expense saved/reassigned/delayed through use of Offering

Cost of Negative State or Revenue benefit from newly positive State (AGAIN: CLIENT'S FIGURES PREFERRED)

(MOST VALUABLE ARE GENERALLY COMPOUND T.I.R.E.S. — E.G. T/I, R/E, R/S/E ETC — BE EXPLICIT)

(**NOTE ALL FINANCIAL DRIVERS MUST BE 1:1 WITH TAKEAWAYS IN 4. ABOVE**)

**6a. Delivery Narrative**



THE JOURNEY YOUR BUYER TOOK FROM ORDER RIGHT THROUGH TO RECOGNISING DOWNSTREAM TAKEAWAYS

**The project started** perspiciatis omnis iste natus error sit **after acceptance**, rem aperiam, eaque ipsa quae ab illo which **ran parallel for 30 days before** et quasi architecto beatae vitae dicta sunt explicabo. **Measurable** ipsam voluptatem **more opportunities** sit aspernatur aut odit aut fugit, sed quia

**6b. Decision Narrative** (OPTIONAL)

THE JOURNEY YOUR BUYER TOOK FROM 'DESIRE TO BUY' THROUGH TO ORDER OR DECISION

**The evaluation started** perspiciatis omnis iste natus error sit **after test data**, rem aperiam, eaque ipsa quae ab illo **then joined user group** et quasi architecto beatae vitae dicta sunt explicabo. **Reference** ipsam voluptatem **cost benefit workshop** sit aspernatur aut odit aut fugit, sed quia

**7. Look Ahead** (OPTIONAL)

FUTURE USES OF OFFERING, EXTENDED USE, OTHER TAKEAWAYS WIDER USE, USE BY PARTNERS, USE IN NEW MARKETS

Sed ut perspiciatis unde more iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa **further** veritatis et quasi architecto **after merger** sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia **include suppliers** eos qui ratione voluptatem

**NOTE:**

Your document can stay as structured as this or be given a more 'conversational' narrative.

If the narrative form is used, keep the ROI and TakeAway sections as separate paragraphs.

Always generate a quotable 'short form' version: Problem→Solution→ROI for each Case Study

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**2. Snappy Elevator Statement**

**2. The Problem they used to have**

**3. The Offering they bought from you**

**4. What the Client Took Away from the Purchase**

**5. ROI Framework/Justification**

**6a. Delivery Narrative**

**6b. Decision Narrative** (OPTIONAL)

**7. Look Ahead** (OPTIONAL)