



## SCRIPT

# CONVERSATIONAL CASE™

THIS CONVERSATIONAL CASE™ IS FOR

*audience for this case*

When  I  work with  we  speak

*type or category of audience*

they often want to know

*common question your idea, product, or service answers*

so they can

*goal to achieve*

When looking for that answer,  they  the market often focus(es) on

*current perspective or approach*

Rather than on  More

*new perspective or approach*

Yet  I  we believe

*key finding, value, belief, or discovery*

That's why  my  answer  our  recommendation is to

*your recommended solution or approach*

OPTIONAL: Which not only answers their question (and achieves their goal), it also

*additional key benefit(s) or "free prize"*

OPTIONAL: Here's how  we  to do that:

*process or criteria needed to fulfill solution and/or different areas (verticals, departments, etc.) where you work*

OPTIONAL: So, would you  be open(-minded) to  consider

*first action you want audience to take*