

BUILD YOUR

BUSINESS CASE



Before and After Customer Story Template

1

What was the problem?

Describe your customers' problem. Include emotional elements. If you describe the problem better than your buyer can describe it themselves, they'll automatically assume you have the best solution.

2

What were the baseline metrics?

Before implementing your solution, what were your customers' relevant metrics? Write down the metrics and outcomes you influenced BEFORE you influenced them.

3

What were the consequences?

Was your customer shipping shoddy products? Losing money? Experiencing turnover? The more concrete you can be, the better. Your goal here is to make your buyer squirm just a bit by highlighting painful consequences that they are likely experiencing.

4

What were the results?

After implementing your solution, what was the positive impact on the baseline metrics? What was the value associated with that change? Did you increase a metric that helped them make more money? Did you decrease a metric that helped them save money? Finish off your story with the results!