



OSB® Eloqui Template for Client Anecdotes

The OSB is a highly compressed, three act play. The narrative form and conversational format is easy to remember, and embeds the tale into listeners' memory. When told well, the Eloqui OSB becomes portable, and ensures others will tell your story. Mental simulation is built into the template, allowing your audience or client to simulate the experience of working with you, which facilitates promoting your services and setting yourself apart.

OBSTACLE:

Without windup or too much context, focus on the most compelling aspects of the obstacle or challenge a client or customer faced. Make sure your description is colorful and brief.

Increase the tension and interest by adding two elements:

1. What was at stake (e.g. if the firm didn't make their numbers, they would go under)
2. Time sensitivity (e.g. the pitch was in three days)

SOLUTION: (Each Act is discrete, so only include Obstacles in Act 1 and Solutions in Act 2)

Using active verbs, describe three concrete actions you took on behalf of the client.

Make it more compelling by adding what you or the client discovered, revealed, or didn't expect.

Note: This section is vital because it demonstrates how you do business that sets you apart, and makes you critical to the success of your clients. Delivering this section well means you never have to read your resume or list your services.

BENEFIT:

In business, there is always an expected benefit, such as: "They won the contract..." or "We saved our client \$50k...", etc.

Begin with that, but then add the kicker, which is the *unexpected* benefit—to them, not to you. The unexpected benefit can be an epiphany; e.g. the realization of how the client can do business more efficiently, pitch bigger firms, or expand their client base. To discover the unexpected benefit, finish the phrase "Going forward..."

Notes: After learning this template, there is no need to say "The obstacle was..., the solution was..., or the benefit was...." Don't let the stitching show. Strive to make the OSB a seamless, brief story which is logical and concise.