



FINDING YOUR NARRATIVE FOR SOCIAL SELLING

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Why and what is Social Selling



Traditional Selling

- Uses cold calling, email blasts, and other interruptive tactics to reach prospects.
- Often results in low response rates.
- Typically involves a one-way communication.
- Reaches out to prospects randomly
- May focus more on product features and benefits



Social Selling

- Uses social ways and other digital channels to engage with prospects.
 - Often results in higher response rates and more engagement.
- Typically involves two-way communication.
- Concentrates on real people and potential customers
- Relies heavily on creating and sharing relevant content

Finding Your Narrative for Social Selling

What is Narrative-Based Social Selling?

It goes beyond features and benefits by using **authentic personal stories** strategically to connect genuinely with prospects and build lasting trust.

The Power of Story

22X

The 3 Pillars of Your Narrative

- 1 Authenticity
- 2 Relevance
- 3 Differentiation

Weaving Your Story Through the Sales Funnel

01

Awareness:

Attract &
Connect

- origin stories
- common industry challenges
- empathy: relatable early struggles

02

Consideration:

Build
Credibility

- expertise: transformation stories
- mini-case studies
- unique methods

03

Decision:

Validate &
Convert

- social proof: client success stories
- testimonials
- objections/action: measurable outcomes

Structuring Your Stories for Impact

The 3-Act Structure

Act 1: Set up your character and challenge.

Act 2: Show the journey and obstacles.

Act 3: Deliver the resolution and a clear call to action.

Problem-Solution-Outcome

Pain point





Solution

Measurable + results



The Hero's Journey

Where to Tell Stories

-  detailed posts
-  quick insights
-  visual stories
-  demonstrations & interviews

Psychological Triggers

- **social proof** with testimonials
- build **authority** by sharing expertise
- invoke liking and **reciprocity** to motivate action.

Telling Your Story Everywhere

Narrative Foundation

Keep your core values and unique selling points consistent. Adapt length, tone, calls to action, and visuals to suit each platform's style and audience preferences for cohesive yet flexible storytelling.

Smart Repurposing

Start with a comprehensive pillar content piece, such as a blog post. Extract key points for LinkedIn, create Twitter graphics from quotes, develop short videos from talking points, and expand content for live Q&A sessions.



Real-World Results



Why Founders Can't Just Hire Their Way Out of Sales (Yet)

A story of a founder who struggled with sales, prematurely hired a sales leader without establishing fundamentals, and how Purl Advisors helped them reframe their relationship with sales, define their ICP, establish repeatable processes, and create a successful transition plan. Include a specific framework for knowing when you're actually ready to transition from founder-led sales.



(10) threads highlighting key warning signs that you're not ready to transition from founder-led sales, with real examples of what happens when you try to shortcut the process.

- When your sales rep asks, 'Who exactly buys this?' and you don't have a clear answer, you've hired too early
- Technical founders: The irony is that being involved in early sales accelerates your ability to step away from sales later.



3-minute authentic story where you share a specific example of a founder (anonymized) who made this mistake, the specific consequences (wasted 6 months, \$150K in salary, and demoralized the team), and the three core principles you taught them to get back on track.