

Alice Heiman Brand Story Strategy

January 11, 2021

the business
of **story**





Backstory | Overarching ABT

As the CEO of an innovative company that sells to companies 10x to 100x your size growing sales revenue is critical to earn the valuation you deserve.

But your sale is complex and you are making it more difficult than it should be because you don't have the proper structure in place and you're allowing your team to use outdated, ineffective methods.

Therefore, Alice Heiman makes your complex sale easy by setting the right strategy and building the structure for your sales organization based on your goals, creating a customer-focused process while elevating the skills of your people to increase sales and the value of your company.





Backstory | Overarching ABT

As CEO, you have positioned your company for tremendous growth.

But sales are lackluster because the strategy you support won't get you there.

Therefore, Alice Heiman will help you define the precise strategy, based on your values, to easily elevate sales and increase your valuation.





Backstory | Position Statement

Your Position Statement

Industry:	Business services
Category:	Sales consulting for the complex sale
Specialty:	The Values-to-Valuation Sales Strategist
#1 Specialty:	For CEOs with exceptional growth potential, Alice Heiman makes your complex sales easy with a spirited strategy based on your values to compound the valuation of your organization.



Heroes | Audiences

Target Audiences for Alice Heiman	
Audience #1	CEOs
Wish/Want/Will	They wish to feel... They want... Their will to act comes from...
Audience #2	Senior Sales Leadership
Wish/Want/Will	They wish to feel... They want... Their will to act comes from...
Audience #3	Investors
Wish/Want/Will	They wish to feel... They want... Their will to act comes from...



Disruption | Unique Value Proposition

Crafting Your Unique Value Proposition

Audiences:	For CEOs and sales leaders who
Stakes:	wish to have confidence in a values-based sales strategy that creates the freedom provided by exceptional revenue growth and want a proven strategist and activation plan to simplify their complex sale and achieve the desired valuation.
Competitors:	But traditional business consultants provide a wide range of topics using off-the-shelf approaches without a singular focus on sales strategy for the CEO.
Offering:	Therefore, Alice Heiman provides the energy, enthusiasm and determination required to spirit your sales forward based on your values achieving a business valuation that provides you freedom and choice.



Disruption | Unique Value Proposition



Elevate your valuation through what you value.



Disruption



“Spirit”

- Beliefs: Tap into what you believe and value as the foundation for generating the business valuation you seek.
- Enthusiasm: Lead with your “Why”.
- Essence: Communicate your purpose; what you stand for that makes you stand out.
- Principles: Be accountable for providing an exceptional experience across the board.
- Vigor: Show up with energy and determination every day for the good of everyone.
- Lively: Enliven your sales by helping versus selling.
- Character: Be authentic.
- Desire: Strive to be the best.
- Respect: Understand before being understood.
- Bravery: Take calculated risks without being calculating.



Disruption



“Spirited”

- Animate: Bring tangible, doable solutions to every problem.
- Accelerate: Propel the success of all those around you.
- Brave: Be bold, go for no!
- Dynamic: Create momentum and scale with your offering.
- Enterprising: Find opportunity in opposition.
- Inspire: Show your prospect a compelling future.
- Plucky: Determination is your inspiration.
- Vibrant: Be the energetic problem-solver your customer seeks to be at the table.
- Vital: Provide loads of value.
- Vivacious: Have fun!



Communications Platform

“In the Spirit of Sales”

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Mentor | The OOOH Story Exercise

Organization	Offering	Outcomes
Smart	Custom or Tailored	Direction
Creative	Focused	Clarity
Knowledgeable	Results driven	Velocity



Mentor



PROMISE

“Energized”





Mentor



GIFT

“Elevate”

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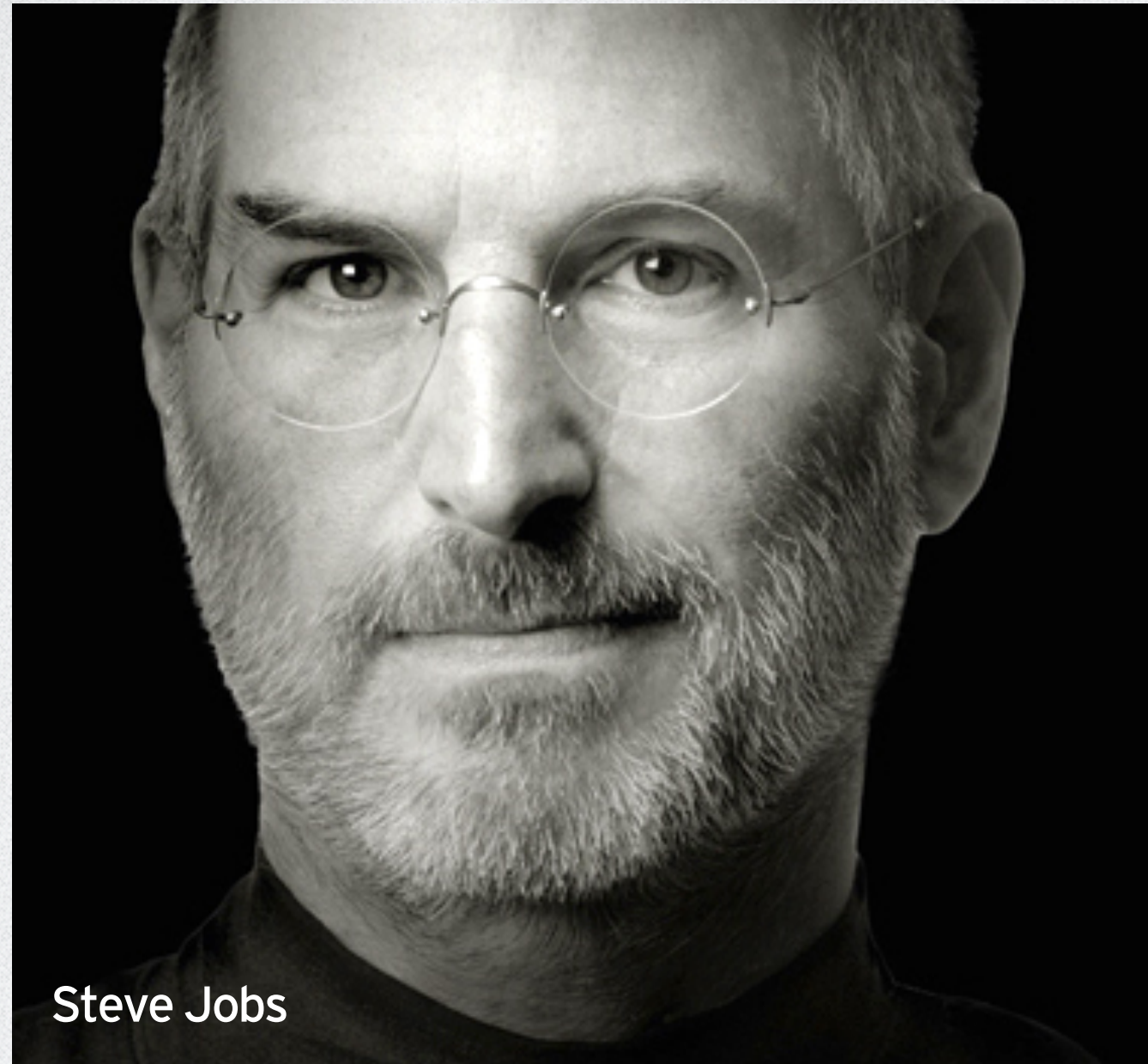
Mentor



PERSONALITY



The Magician



Steve Jobs

Motto: *I make things happen*

Core desire: Understanding the laws of the universe

Goal: To make dreams come true

Greatest fear: Unintended negative consequences

Strategy: Develop a vision and live by it

Weakness: Becoming manipulative

Talent: Finding win-win solutions

Also known as: The visionary, catalyst, inventor, charismatic leader, shaman, healer





Mentor | Supporting Archetypes



The Sage



Warren Buffett

Motto: *The truth will set you free*

Core desire: To find the truth

Goal: To use intelligence and analysis to understand the world

Greatest fear: Being duped, misled—or ignorance

Strategy: Seeking out information and knowledge; self-reflection and understanding thought processes

Weakness: Can study details forever and never act

Talent: Wisdom, intelligence

Also known as: The expert, scholar, advisor, thinker, philosopher, researcher, teacher

TED



THE WALL STREET JOURNAL
WSJ

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The Caregiver



Oprah Winfrey

Motto: *Love your neighbor as yourself*

Core desire: To protect and care for others

Goal: To help others

Greatest fear: Selfishness and ingratitude

Strategy: Doing things for others

Weakness: Martyrdom and being exploited

Talent: Compassion, generosity

Also known as: The saint, altruist, parent, helper, supporter

OWN
OPRAH WINFREY NETWORK

Campbells

Johnson & Johnson

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Moral | Brand Purpose



Alice Heiman exists to help people energize their unique enterprising spirit that affords them the freedom they seek.



aliceheiman^{LLC}

Hierarchy of Story



Alice Heiman exists to help people energize their unique enterprising spirit that affords them the freedom they seek.



Magician



Elevate



Energize



For CEOs with exceptional growth potential, Alice Heiman makes your complex sales easy with a spirited strategy based on your values to compound the valuation of your organization.

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