



Creating Persuasive Client Stories

A virtual course for B2B companies that need the best proof of their value

About the Course

"Creating Persuasive Client Stories" is a live, virtual course that helps professional services and other B2B firms clearly capture their value to clients.

The class is designed to help writers assigned by heads of thought leadership, marketing and sales to capture high-impact customer stories. The course uses lecture and role-playing exercises to teach writers how to overcome the steep challenges in collecting, analyzing, and writing these stories – and gaining client approval.

The course explains why a B2B company must make the client the hero of the story, how to showcase a firm's unique problem-solving expertise, how to get the client to quantify the impact of the work, and how to structure the narrative so that the story unfolds in a way that keeps the reader's interest throughout.

Powerful client stories are essential content for B2B companies in at least three ways:

- As case examples in thought leadership research studies. Our research shows that real case studies are the most important element of thought leadership content. Readers value them more than anything else.¹
- As client examples in marketing collateral and PR pitches
- As client examples in sales presentations

The Sessions

We conduct four sessions over two consecutive weeks, with two sessions the first week and the other two the second week:

Week 1:

- Session #1: **The business case for creating powerful client stories**
- Session #2: **How to gather the important background data**

Week 2:

- Session #3: **Outlining and writing the narrative**
- Session #4: **Gaining the client's approval**

In these sessions, we share proven ways to help participants with the following:

- **Doing incisive and focused desk research on the client before the interview:** How to gather vital information on the company online – on LinkedIn, the company's website (especially the investor pages), business publication sites (Wall Street Journal, Yahoo, etc.), conference sites (where company executives may have given speeches), ChatGPT and other viral information sources.
- **Interviewing:** Ways to get clients executives to share essential details on a project without raising any alarm bells over confidential issues.
- **Writing:** Using a structured outline to scope out a strong narrative, one that begins with the client's core problem, moves to the firm's unique solution, and ends with the benefits (see below).
- **Editing:** How to deal with well-intentioned but harmful client edits by getting them to understand the rationale for wording phrases a certain way.
- **Participation:** Working with your company's client-facing teams to help them secure client participation in the client story development process.
- **Approvals:** Gaining sign-off from your internal people and the client's sponsor, corporate communications and legal departments.

Our approach to creating compelling case study narratives is based on The Buday TLP Problem/Solution Outline structure. This structure:

- Identifies critical problems the client faced
- Highlights why conventional solutions fell short
- Illuminates key attributes of the new and better solution used to solve the client's challenges
- Reveals the obstacles that were overcome in applying the new/better solution
- Provides solid evidence regarding the new/better solution's monetary and other business benefits

This course will also cover a wide variety of client storytelling formats. They include long-form PDFs, short-form HTML, infographics, animations and videos.

Delivery Method, Class Sizes and Fees

Delivery

We deliver the four-session class over two straight weeks, via the Zoom or Microsoft Teams videoconference platforms. Sessions range from 2 to 2½ hours each. Sessions typically run on Mondays and Thursdays during the two-week period. This schedule gives participants enough time between sessions to absorb the teachings and complete their homework.

We will provide course participants with the following pre-class reading material:

- Our book, *Competing on Thought Leadership*, which illuminates many of the topics covered in this course.
- Examples of client stories that been written with (and without) the Buday TLP Problem/Solution Outline structure.

Class Size

The course is open to companies that assign their writers (in-house or contract) to the sessions. A maximum of 10 participants can attend the course. That ensures each writer gets important personal feedback from the course instructor.

About the Course Instructor: Alan Alper

A content authority with 40 years-plus of professional experience, Alan began his career as a journalist, covering sports, politics and business-technology, before becoming an industry analyst and later thought leadership architect for 16 years at Cognizant, one of the world's largest IT, business process services, and consulting firms.

Serving as VP of Global Thought Leadership Programs, Alan was responsible for developing/disseminating a diverse array of content assets for all vertical industries, horizontal business units, and geographies. This included primary research reports and white papers; special interest publication; blogs; information graphics; animations; and short-form, transmedia content that integrates, light text, with static, motion or interactive graphics, animations and/or video.

As part of his remit, Alan directed the publication of three award-winning business books written by colleagues from the Cognizant Center for the Future of Work – *Code Halos*, *What To Do When Machines Do Everything*, and *Monster*. He also oversaw all TL-focused live-streaming video webinars, audio podcasts and events, including Cognizant's presence at the World Economic Forum's Annual Meeting in Davos.

Alan started his professional career as a journalist at *The Albany Times Union* (Hearst Publications). He later covered the high-technology industry (first as a reporter and then as an editor) for publications such as *Electronic News*, (Fairchild Publications), *Computer Systems News* (CMP Media), *Computer Industry Daily* (Ziff Davis), *Computerworld* (IDG), and *Managing Automation* (Thomas Publishing). Along the way, he also served as Editorial Director at Gomez Advisors, a pioneering e-commerce research, benchmarking, and advisory services firm.

About Buday TLP

Buday TLP and its principals have been helping people and organizations become widely known for their expertise. Bob Buday has been a pioneer in thought leadership since 1987, when he joined the consulting firm CSC Index. He authored the 2022 Amazon bestselling book [*Competing on Thought Leadership: How Great B2B Companies Turn Expertise Into Revenue*](#) (Ideapress Publishing).

Back in the 1990s, Bob was a key part of the team that turned the concept of "business reengineering" into a \$200 million a year consulting practice for CSC Index, and which ignited a nearly \$5 billion a year segment in the 1990s in the global consulting industry. Buday TLP has been called "the thought leader on thought leadership."

Bob and his colleagues at Buday TLP, his previous firm (Bloom Group) and the firm he worked at for 10 years from 1987-97 (CSC Index) have helped thought leaders publish more than 50 articles in *Harvard Business Review*, more than 100 columns in Forbes.com's Leadership section, and dozens of other articles in other publications (including *MIT Sloan Management Review*, *Financial Times*, *Bloomberg Businessweek*, *CIO*, *InformationWeek*, *Financial Executive*, and *CFO Magazine*). Bob has also been instrumental in developing and/or marketing several bestselling books, including *Monetizing Innovation*, *Reengineering the Corporation*, and *Mighty Midsized Companies*.

The company's website is www.budaytlp.com. For more information on the course and the company, email Bob at bob@budaytlp.com.

ⁱ Evidence and depth of knowledge was ranked 1 or 2 by 5,800+ executives who regularly read thought leadership content. The 2022 study was conducted by Buday TLP, Rattleback, and Phronesis Partners.