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STORYBOOK BEHIND THE INSURANCE COMPANY'S SALES

Degree Programme in International Business

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The purpose of this thesis was to create a Storybook for a Finnish insurance company which objective was to give the service advisors of the client company good tools to improve their selling processes. Today, the selling processes are changing to be more focused on the experiences and the feelings customers receive from them exchange for the common price comparison and that was the main focus in this Thesis – to make stories that can be used in real life and which can be modified to fit different market communication situations.

The theoretical part of the Thesis consists of the background information about Finnish insurance companies in general, as well as, how emotions are appealing into people and information about storytelling in marketing communication. Theoretical sources were both from Finnish and English materials and were all from the 2010 century.

Information was gathered by interviewing 5 people from different fields of business, Interviews were made by using focused, semi-structured interview, thus the need was to get as much as ideas and discussions about the chosen themes which were related to their marketing communication situations.

The result – Storybook – was made using the theoretical part and the interviews as a background information. The book consists of brief description about the author and storytelling in market communication, followed by the information about how to start the conversation and the actual example stories about different insurances. After stories, there will be instructions how to end the meeting and lastly the final words. Storybook was illustrated with the images taken by the author.

Even though the Storybook has been made to a Finnish insurance company, can many other company in different business fields modify it to meet their needs and use it as a frame to their own stories. Storybook can be found from Appendix1.

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1 INTRODUCTION

In general, in the insurance industry, marketing communication is mainly done through the price comparison. Today, the selling processes are changing to be more focused on the experiences and the feelings customers receive from them. There has been researches about how and what part of peoples' brains gets activated when the presenter is using different kinds of methods in selling processes. The result shows, that when the story gets told, every part of their brain that people uses when experiencing a story gets activated and in comparison, when presenter is using power point in her selling process, only one part of the brain activates. When brains get activated and thus story appeals to the feelings, people will remember it better and it is more likely that they will buy something from the company.

The idea about the subject of this thesis came from the Finnish insurance company and their need to reform their marketing communication strategy and desire to be a forerunner in the insurance industry. Together with the company representatives we came to the wanted conclusion about the content and the frameworks of the project work.

The purpose of the project is to create a storybook consisting of the example stories that can be used to support sales in market communication situations. Storybook will be written in English but afterwards it will be translated to Finnish, because that is the dominant language of the client company.

The Storybook will help sales advisors in the insurance industry to modify their selling strategies and it will help them to sell insurances by using a story method and not just regularly trough the price comparisons. In addition, it will help them to gain better result on selling and give the employees new perspective and ideas to their selling processes. For customers, stories will also give a new perspective why insurances should be compared on another basis than just price. Thus, the company will benefit from the Storybook and also the employees can have new energy to their work by using the stories.

Storybook is intended for distribution to workers of the client company and to ensure that the selling process gives the best possible benefit for both parties. The aim is, that the sales advisors will use the Storybook for an inspiration to their own stories or tell the stories exactly as they are written.

The factors that are influencing the choice of the subject, as mentioned, are client company needs and desires towards more efficient customer service and in addition, personal interest towards developing the marketing communication processes at insurance business in general and especially in the client company.

In the beginning there will be a tight summary about the Finnish insurance companies in general followed by chapters dealing with the emotional meaning in selling process, what is the value of storytelling in marketing and why it is important today. After the literature review, there will be definition of the project: what will be done and how, followed by the explanation and highlights about the interviews which together with the theoretical part, are constructing background information and frameworks to the Storybook. In the end, before list of references and the actual Storybook, will be placed the evaluation of the whole project.

If you are interested about today's market communication and want to be a sort of a forerunner, jump in to my work and enjoy this project-based thesis. I hope it will inspire, give new ideas to communication situations and help to reach the wanted results in your own business in a new, modern style.

2 FINNISH INSURANCE COMPANY

In Finland, there are a lot of different kinds of companies that are working in the insurance industry. Insurance business is all about someone taking responsibility about the unpredictable risk for a fee that is facing another person / company. In practice, insurance company is entering into an agreement with the client where it promises to pay for its customer a compensation if there occurs damage or an accident that has been identified in the contract. (Website of Financial Supervisory Authority of Finland 2014.)

There needs to be concession from the Financial Supervisory Authority before man can make insurance business - the same place, that controls the business. It needs to be controlled, because the insurance fees are collected beforehand and clients need to be sure that the money they have paid are available if something occurs. (Website of Financial Supervisory Authority of Finland 2014.)

Besides selling insurances, insurance companies may participate in ancillary activities such as marketing while representing other companies and trough that sell their products and services. That way insurance company does not have to bear the risks associated with the companies and the products / services they represent. (Website of Financial Supervisory Authority of Finland 2014.)

3 RELYING ON EMOTIONS IN SELLING PROCESS

In general, Finnish people are family oriented, quite shy and introverted and also in many ways, a unique nation. Finns are often not willing to take contact and interact with each other's, but the essential things they will handle politely. (Parvinen 2013, 9-11.)

3.1 The world's most important human

People, who stay in our minds in a positive sense after the first meeting, have usually one thing in common; he enchanted you by discussing about the world's most important human – and it is you. (Lahti & Rautio 2013, 82.)

Every one of us is vain, which can be seen from the fact that we are endlessly interested in ourselves. Humans, who can listen and discuss with us by giving attention towards us are the ones we care, and they are the ones we can call our friends in a long run. In most cases, trustworthiness towards another person is important. People, especially the Finns, are opening themselves up after getting to know better at first and the same thing it is in business life – consumer needs to count on to the buyer before he will buy a product or a service. Confidence can take time, or it can be formed fast when the seller is interested about the client / consumer and charms the client with that interest. (Lahti & Rautio 2013, 82.)

3.2 Emotions appeal to people

Petri Parvinen (2013, 38) states in his book *Myyntipsykologia* (sales psychology) that relying on feelings in selling process is one of the best ways to get the consumer make decisions. In addition, he says that emotional psychology is closed to manipulation. (Parvinen 2013, 38.)

When the sales advisor is making the consumer aware of the sanctions and penalties when talking about the products in the buying process, the consumer will think through his emotions and most likely will buy the product. For example, when the consumer buys a travel insurance he will not get sick when traveling, is logically misleading promise, but when the customer buys the insurance he knows that if there comes sickness, the insurance company will cover it. (Parvinen 2013, 38.)

There are many kinds of different feelings that sales advisor can and should rely on in the selling process in addition to appealing to sanctions. According to Parvinen, relying on wishful thinking, fears, shame, anger and positive feelings are good to consider from the sales advisors' point of view, because he has proved them to be functional. There are many ways to appeal to emotions based on logical errors such as above mentioned (Parvinen 2013, 38-40) and that is why stories beats it all. (Lahti & Rautio 2013, 142.)

4 STORYTELLING IN MARKETING COMMUNICATION

4.1 Marketing Communication

Marketing communication has evolved and continues evolving throughout the time and there is no the-one-and-the-only -definition in it, but in the most definitions the main purpose is to use different communication methods and through those try to make people buy their services and products. Through magnificent product or a service market communication provides added value to the organization and to their customers. (Fill & Jamieson 2014, 30-31.)

All the media and the messages people position their communication in the market, can be described as marketing communication. It is company's complex and fundamental part to their marketing efforts including, for example, direct marketing, online presence, advertising, sales presentations and PR activities. Objectives of the market communication are to shorten the sales cycle of the company and to create and sustain preference and demand for their product. (Website of MaRS 2013.)

4.2 Storytelling

“For over 27,000 years, since the first cave paintings were discovered, telling stories has been one of our most fundamental communication methods.” stated Leo Widrich in 2012. Whether the story is from your friend's mouth, a movie or a book, people will enjoy the story. (Widrich 2012.)

When listening, for example, a presentation where the presenter uses bullet points in a power point presentation, one part of humans' brain gets activated - the language processing part, and that is all, nothing else happens. We can see a big change when someone is telling a story for us – besides language processing part, also every other part that we use when experiencing the story told, gets activated. (Widrich 2012.)

In addition to the fact that the stories remain in to the people's minds like mentioned in chapter 3, they affect on the feelings. Using stories in marketing communication should be constant and systematic because we make most of our decisions based on our feelings. Tim Brock and Melanie Green stated that moving to imaginary world edits radically our way of handle information and they also discovered that the deeper the reader gets into a story, the lesser him notices the illogicality's and faults in it. (Lahti & Rautio 2013, 142.)

Behind many of the products and inventions, is a story. Sometimes it is a true one, sometimes fictional and sometimes consumers make the stories, just like in an insurance business. Stories stays our minds forever and facts fades to the background. (Lahti & Rautio 2013, 143.)

4.3 The story structure

Kaihan Krippendorff, the CEO of a strategic innovation firm Outthinker, identifies in his interesting article "Using Great Storytelling to Grow Your Business" what The Actor's Institute Group (TAI group) is calling a story spine. It has been made visual in Figure 1, where can be seen a layout of how to tell a useful business story. It is a five-step structure where the current reality is introduced, conflict arrives, there comes struggles, the conflict is resolved, and a new reality exists. (Krippendorff 2012.)

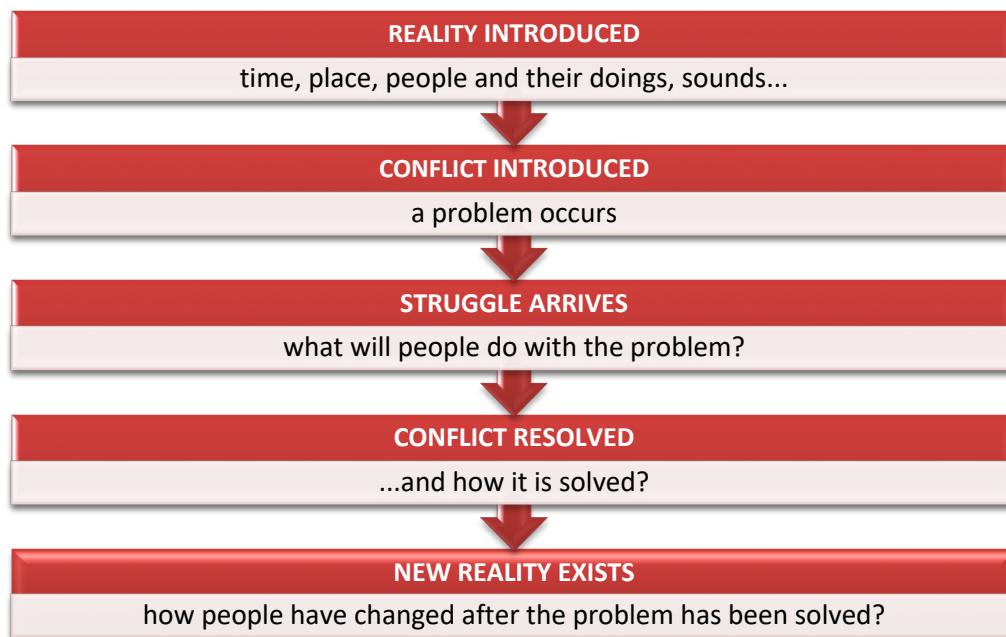


Figure 1. Story Spine. (Krippendorff 2012.)

When constructing a story and by following TAI's story spine, people will have more efficient way to move the story forward because they will know the actions and the places when they have to take them. In addition, when constructing a story, the storyteller should link it to the listener / audience and try that way to appeal their feelings which, as mentioned, makes often better sales. (Diamond 2013, 37.)

5 DEFINITION OF THE STORYBOOK PROJECT

Research Methods course, where the Thesis project is introduced, was started at the end of August 2017 when this Thesis project started. As mentioned, I contacted a Finnish insurance company who gave me an idea about the topic. Their proposal felt mine from the beginning and I started to search information from the libraries and from the internet. In the mid-November the Thesis topic was focused when I had a first meeting with my Thesis supervisor. We agreed about the fact that this Thesis will be project-based, and the data collection will be made through the interviews.

From the Figure 2 below can be found a conceptual framework of this Thesis, which visualizes this project as a whole. In the beginning I wrote a theory part consisting of emotional importance in selling process and storytelling in market communication, followed by interviews with the professionals from different fields of business. Together those two parts formed a background information for my project work: Storybook.

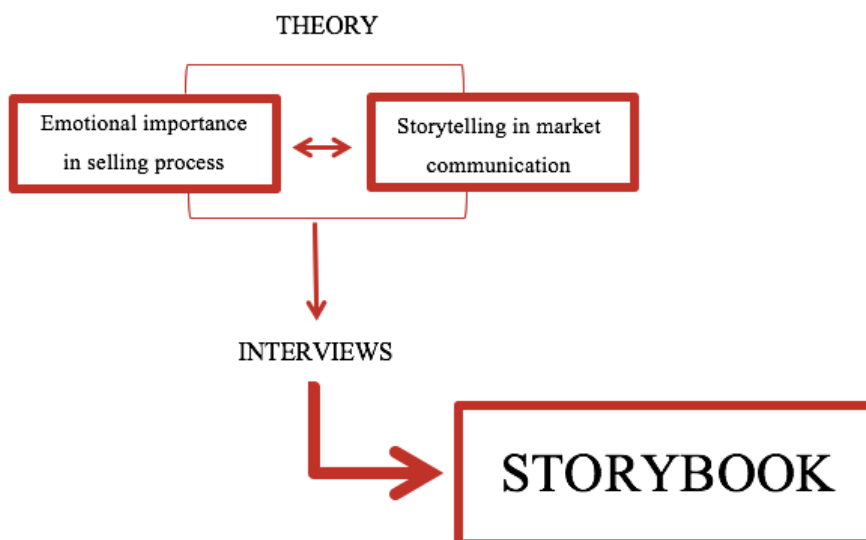


Figure 2. Conceptual framework. (Writer of this Thesis 2018.)

5.1 Research methods

Qualitative research method and focused (semi-structured) interview was chosen, and interviews were made via telephone, because in the first instance, I wanted the interviewees to have as much freedom in their answers as possible. Even though I knew it was going to be time consuming, I felt that that way I would have the best possible benefit considering my project. From the beginning I knew, that interviewing people would not be the easiest way because there is a high possibility that the conversation goes to the “wrong track” and it is in the interviewers’ shoulders that the discussion stays in the considered themes, but on the other hand, by interviewing can be made many kinds of follow-up questions which can be important when thinking about the end result.

The result in focused interviews were accurate, which was important to me, thus I could analyse and make notes from the interviews right after they finished and when they are still in a fresh memory. To make sure I can ensure the answers, I recorded the interviews with the permission of the interviewees.

In April 2018 I interviewed 5 people from Finland who all were from different business fields than insurance. Interviews took time approximately 20 to 30 minutes per interview. At first, I got to interview Sani Leino, who is known for example as a highly appreciated social selling coach and year 2016 was listed among the hundred most impressive Social Selling people in the world. Two of the ones I interviewed, wanted to remain unknown. In addition, I had a chance to interview Jarkko Sjöman, one of the world’s most influential actors in LinkedIn SlideShare is also, Finland’s leading expert in the personal branding. Last, but not least, was Pauliina Nordberg, Well-Being Coach and FAF Personal Trainer who is herself an entrepreneur in the company called Wellbeat Oy. Pauliina is also a President of Rauma Junior Chamber and is well-networked in different social media channels.

I did not choose people from the insurance business, because I wanted to have totally new ideas for my Storybook and felt that if interviewing people from that business field, the ideas would not be as imaginary as I wish. I chose the interviewees careful-

ly from today's influencers and had different kinds of themes which were discussed with all of the people I interviewed of. Figure 3 below shows the structure of my interviews including the themes that were discussed with the central theme "Stories behind sales".

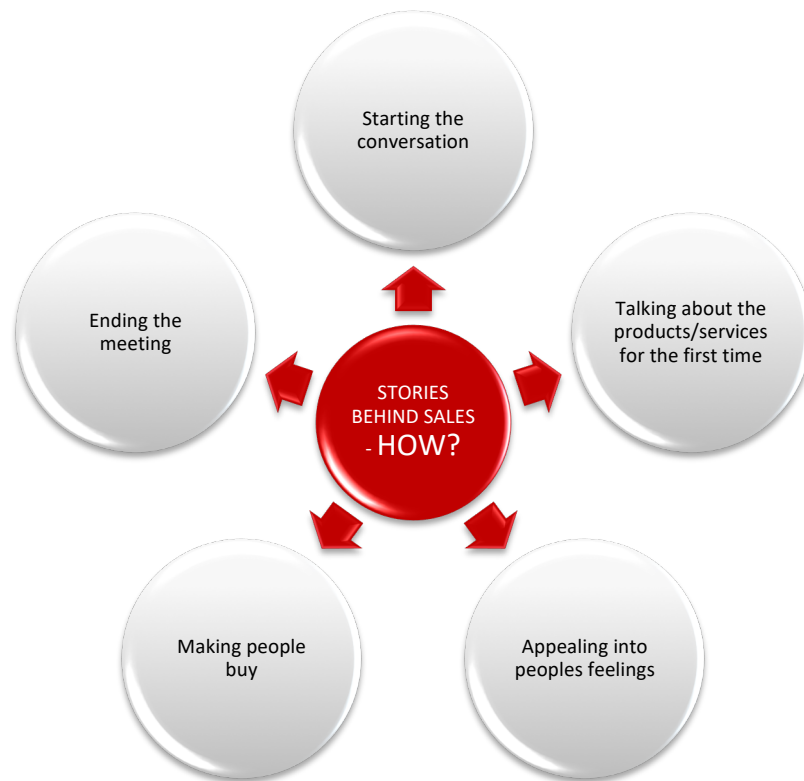


Figure 3. Interview themes.

In the beginning I asked questions about how to open the conversation with the customer and how they will get the customers trust, followed by how, and what is the best way to take their product or service into the conversation for the first time, how they are trying to appeal to people's feelings and what is the best way of getting a customer to make a purchase decision. Lastly, I wanted to know what they think is the best way to end the meeting and make the customer feel like they are "in good hands".

5.2 Analyzing the data

All of the interviewees agreed that when starting the conversation, the main importance and focus should be in the customer and his interest and needs. Earning customer trust is the baseline to the long-lasting customer relationships and that way sales advisor can get a lot more information about the customer which makes his job a lot easier in the future.

When trust is earned, sales advisor should know the customer and his needs, so they can start to discuss about the possibilities to improve customers security. In the starting base there may have occur many kinds of situations that needs to be insured.

When appealing to people's feelings, interviewees, stated methods that differ from each other's a little bit. Pauliina Nordberg tries to stay positive and give examples about the facts and the possibilities if the customer buys her services and she is not believing in the scaring method. Jarkko Sjöman and Sani Leino agreed, that the sales advisor should raise professional side in the sales situation and base the knowledge on facts. All of the interviewees agreed, that there are no room for humour in the market communication situations. Of course, the process can be relaxed but when talking about the offered products or services, it is not something that should be taken with humour.

When the customer comes to the meeting and has already decided that he needs to buy the service or a product, it is easy to make him do the buying decision. Sales advisor discusses with him and "survey" his needs and trough that recommends customer the services he needs. On the other hand, if the customer is not sure if he will buy or not, sales advisor should discuss with him that what he is wondering about this solution and can the sales advisor explain it clearer.

When the meeting is coming to an end, the sales advisor should always ask that is there anything that the customer wants to go through and is everything clear for him. If customer makes an buying decision and leaves, sales advisor should, depending of course of the situation, contact the customer within 1 to 2 weeks, maybe even within

1 month, to ask how they are doing. That will improve the customer experience. Customers, who will not do the buying decision, should also be contacted within 1 to 2 weeks to ask how they are doing and have they decided what they are going to do with the offer. Even though they will not make the buying decision, contacting them will make them feel cared.

After the 5th interview felt like I have reached a saturation point, which means that the answers started to repeat themselves and there was no sense to continue them. In addition, I felt like I had had the amount of information to my Storybook I wanted and needed. It was also a little bit confusing to notice, that there were only few tips that differed from the others, otherwise the replies repeated each other a lot. All of the ones I interviewed, are highly trying to keep up and even create new methods to market communication situations which can be the reason the answers repeated themselves.

When the interviews were made, I started to begin my Storybook. I used Ifolor photo book designer online because that was familiar to me and I felt like it has always been easy to use but in addition, has a wide selection of different styles. I chose to use the spiral model, one where is circles in the left side to make it easier and more sustainable to use. A5 was the chosen size to my Storybook to make it as compact and as practical as possible.

At first, I designed the layout, made the cover page and wrote tight introduction, where I introduced myself and the book followed by a table of contents. After the table of content, I wrote about storytelling in marketing communication in general including a highlighted fact about the importance of storytelling.

Based on the interviews, I listed what were the common habits that have been found to be working in their marketing communication situations and after the analyzing factors that have combine elements, I focused on the differences and listed them to my notebook. At first, I focused on the answers about how to start the conversation with the client and based on the answers I wrote tight, one-page summary about it to sales advisors to learn and get new ideas from it. The previously mentioned page

contains also a highlighted fact: “The world’s most important person is YOU”, which tries to raise the reader’s interest.

I started to construct the stories one-by-one by using the theoretical background and the interviews for my help. Big help in construction the stories were TAI groups’ story spine, which helped me in the construction base and tried to figure out stories that have the best elements from the interviews and the theoretical part and added my own spices into it.

I wrote at the one story for personal-, travel-, home-, animal- and car insurances, which are clearly marked with the photographed pictures related to topics. Pictures that were related to the stories, were taken by me and pictures taken from me took Iiro Koski and Arttu Yli-Rohdainen. My pictures were taken before when we were shooting clothes for the local clothing brand RaumRomeParis and I got a change to use them in this project. I wanted my Storybook to look like clear, modern and not a regular book publisher makes, because this way it is more personal, and I feel like the reader rather reads it like that.

After the stories were made, I analyzed the answers about how to end the meeting and wrote one-page summary about it by including, of course, highlighted quote in there. I felt important to end my Storybook by thanking the readers and wishing the best of luck in their marketing communication situations.

After the text was ready, there went many hours to design the final layouts and modifying it to make it look as fresh as possible. Finally, I ended up with a font named “courier” because it looked clear and modern with a pinch of old-fashioned style. Finalized Storybook can be found from the Appendix1.

6 EVALUATION OF THE PROJECT

Storybook project was very inspiring and learning experience as a whole and it did not contain any major setbacks. Learning happened a lot during the project for example about the marketing communication processes and tools how to appeal into people's feelings when trying to market something for them. The process was not easy, but that is what grows and motivates to do something. When the author is more practical person, this project-based thesis fits a lot better and she gets a lot more for herself than she could have had from the research-based thesis. If the process would start all over, everything will be done the same way because there were not big stumbling blocks that could not be overcome, and the end result is really good.

Objective was to improve the employees selling skills and that way better the selling process so that the sales advisors should start to sell insurances more by focusing on the customer experience and customers feelings exchange for the common price comparison. The objective was reached, and the Storybook contains five example stories about different insurances including one picture for each story that the author has personally taken.

Interviews were made by using focused, semi-structured interview and together with the theoretical part, it gave good background information and ideas to the Storybook. Objective was to interview 6 to 10 people from different business fields and that objective did not come true, since 5 people was interviewed. After the 5th interview there came a saturation point, where the answers started to repeat themselves, thus it was not necessary to continue.

7 CONCLUSION

This Storybook – project has given a lot for the author. It has mentally raised the author to act in different marketing communication situations and has given good tools to better the ability to plan and stick to the schedules.

The Thesis project included interactions with people who were totally unknown beforehand which made excitement to the process, but it only had good impact on the result. This process has helped the author to increase the knowledge about ongoing marketing communications and the possibilities it contains – feels like they are endless.

This Storybook will be remarkable help in the Finnish insurance company's marketing communication situations and hopefully will better their sales in the future. Using stories as an example can sales advisor appeal into customers feelings better which, as mentioned, affects on the decision made. As the interviews showed, the marketing communication situations should include a high trust which is made through time. Even though the sales advisor is a professional, he should be confronted as an individual, as every human is different and unique in his own way – that way he feels he is the world's most important human, which is the objective.

Future development plan would be to make research about the how the used stories actually affect on the sales. There could be a limited time when it is agreed that half of the company's sales advisors use example stories in their sales and other half will try to use by using common price comparison and after analyzing the benefits and disadvantages of both. That would be important to the sales advisors and the future of the company – to keep up with today's trend and figure out what is the best method by thinking about their customers.

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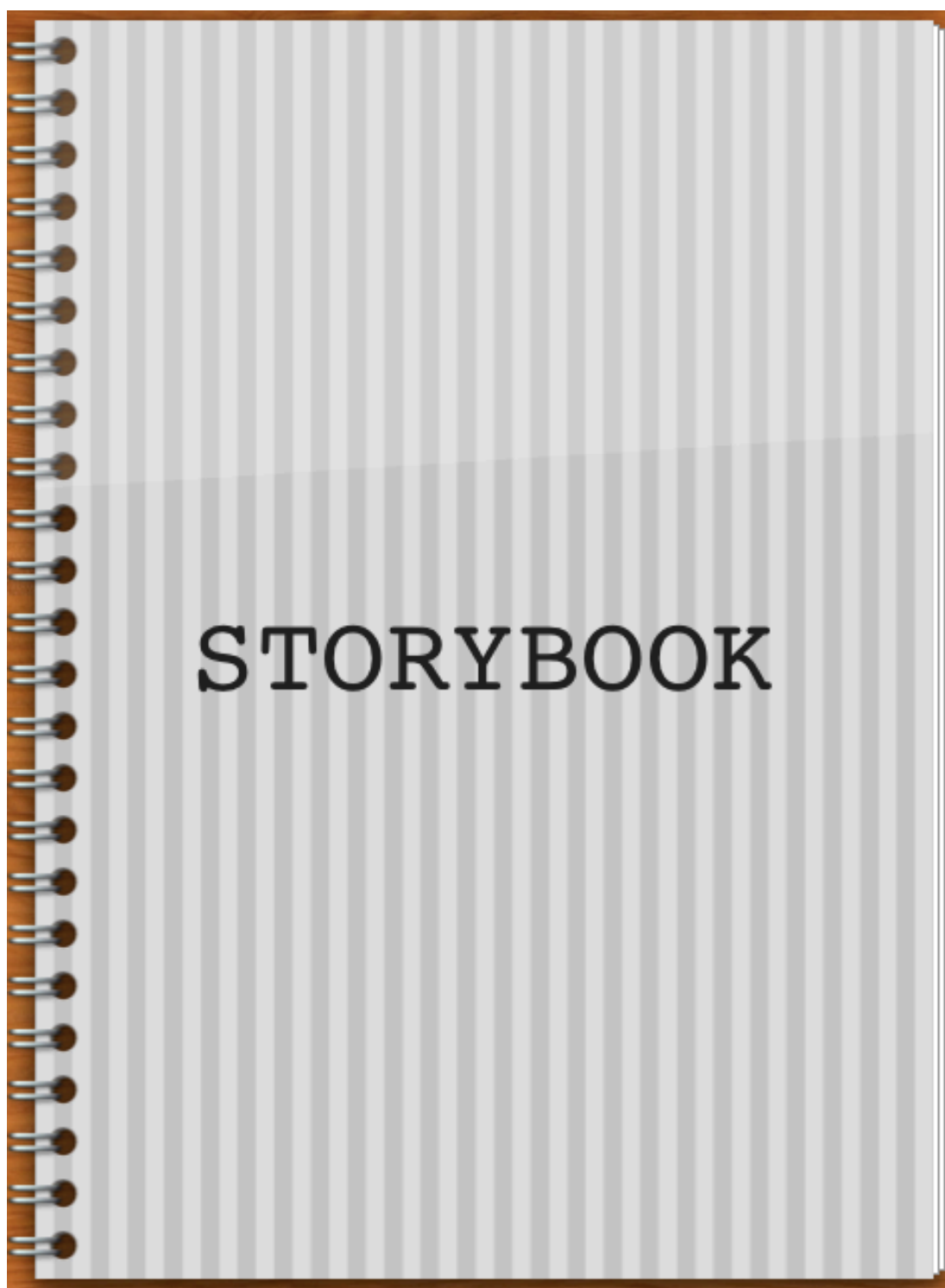
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Hello and welcome to get to know my Storybook, output of my International Business studies in Satakunta University of Applied Sciences, made with passion and high interest towards market communication.

After getting deeper knowledge about what this book contains, I hope You will start to see Your selling processes from a new perspective and find more motivation to the market communication situations You face at work.

The main purpose of this book is, that You will start to modify Your selling strategies and use stories in the market communication situations exchange for the common price comparison.

Without further ado, I wish You rewarding moments with my work, enjoy!

Best Regards,

Maija Sainio

Student of Satakunta University
of Applied Sciences

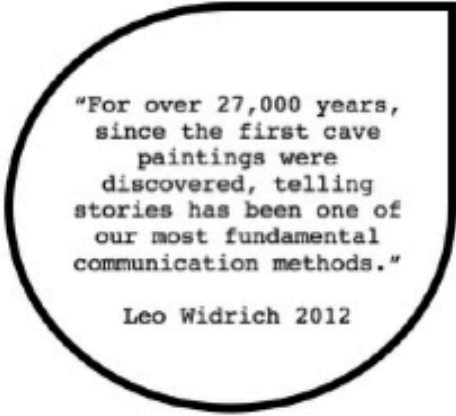


Picture:
Iiro Koski

CONTENT

1. Storytelling in market communication
2. Starting the conversation
3. Stories
 - 3.1 Personal insurance
 - 3.1.1 Travel insurance
 - 3.2 Home insurance
 - 3.3 Animal insurance
 - 3.4 Car insurance
4. Ending the meeting
5. Thank You

STORYTELLING IN MARKET COMMUNICATION



"For over 27,000 years,
since the first cave
paintings were
discovered, telling
stories has been one of
our most fundamental
communication methods."

Leo Widrich 2012

Behind many products and inventions is a story. Sometimes it is a true one, sometimes fictional and sometimes the consumers make the stories. In addition to the fact that the stories remain into people's minds, they affect on the feelings. Using stories in market communication should be constant and systematic, because we make most of our decisions based on our feelings.

Tim Brock and Melanie Green stated that moving to imaginary world edits radically our way of handle information and they also discovered that the deeper the reader gets into a story, the lesser him notices the illogicality's and faults in it. Stories stays in our minds forever and facts fades to the background.


STARTING THE CONVERSATION

When starting a market communication situation the most important thing is to earn customer trust. There are as many kinds of customers that there are people, but You as a sales advisor should have the tools to adapt in different kinds of situations and make ways to earn customer trust.

People, who stay in our minds in a positive sense after the first meeting, have usually one thing in common; he enchanted you by discussing about the world's most important human - and it is you.

In most cases, trustworthiness towards another person is important. People, especially the Finns, are opening themselves up after getting to know better at first and the same thing it is in business life - customer needs to count on You before he will buy a product or a service. Confidence can take time, or it can be formed fast when You charm the customer with the interest.

After earning customer trust and getting a better knowledge about the customer and his needs, it is easier and more effective to start to recommend him the insurances he needs.



The world's
most important
human is
YOU!

STORIES



Picture:
Maija Sainio

PERSONAL INSURANCE

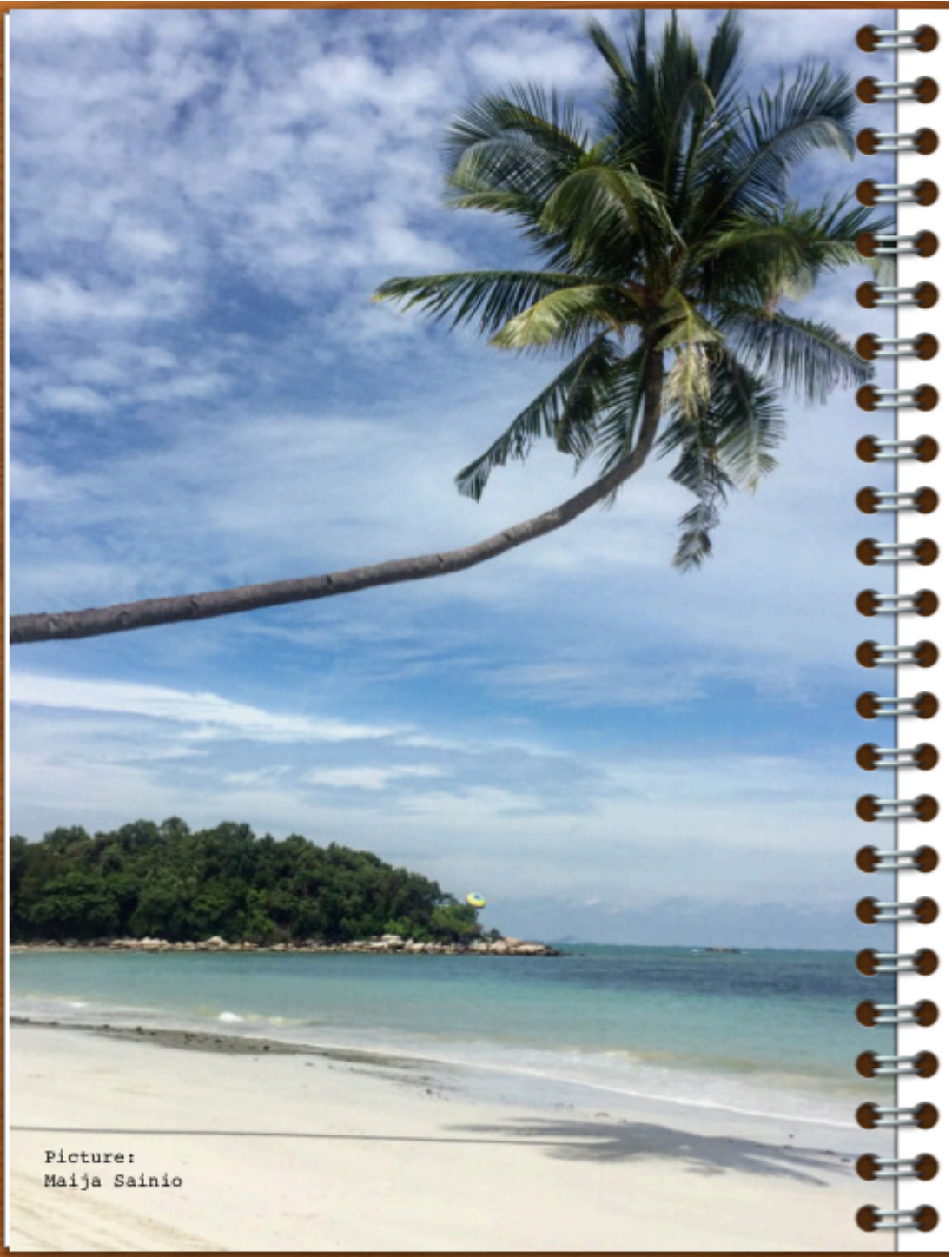
Once upon a time...

It was a winter and Simon had a new hobby – kick sledding. Whenever weather allowed, he was riding on a nearby lake by making up to 10km loops.

There was a day, when Simon unexpectedly hit directly into the crack and fell and his shoulder injured. After few days, the pain did not disappear, and he remembered that he has an insurance which covers if something happens to him accidentally so he went to the doctor.

The doctor checked him and sent him into further investigations. He got a diagnosis and after a short rest and rehabilitation, Simons' shoulder was like new.

All this was happened at a private medical center and Simons' insurance for accidents covered the costs.



Picture:
Maija Sainio

TRAVEL INSURANCE

Once upon a time...

Emily was spending her long-awaited winter vacation in Phuket Thailand, with her husband. When traveling overseas, their favorite hobby is to taste a variety of local dishes.

One evening, immediately after eating, Emily feels unwell and begins to puke, she has got a food poisoning. Her feeling will not get better within days and she goes to the hospital. Little by little Emily starts to feel better and is ready to leave after a few days of hospitalization.

Emily has saved all the documents and receipts from hospital- and medical fees. Because of Emilys' travel insurance, she will deliver all of the documents to her insurance company, where all the payments will be covered without her needing to pay anything herself.



Picture:
Maija Sainio

HOME INSURANCE

Once upon a time...

Simon and Emily are back in Finland and are heading straight home because traveling from one side of the globe in one day is quite tiring and they are missing their kids a lot. When arriving to their detached home yard, they realize that their small playhouses' window is broken. After the first shock, Simon and Emily are taking a look what has happened and realize that their playhouse has been robbed.

Luckily, Simon has taken care of their home insurance and he knows that he needs to pay only deductible and other will be taken care of by the insurance company. Needless to say, all the things that has sentimental value, are probably gone for good, but at least they had home insurance that will help them to cover the costs.



Picture:
Maija Sainio

ANIMAL INSURANCE

Once upon a time...

Emily's best friend, Bella, is a 6-year-old dog. From the day Bella came into Emily's life, they have been inseparable, and Bella even sleeps next to Emily's bed every single night.

One-night Emily wakes up when she hears a loud cry coming beside her bed. It is Bella and she clearly is in pain. Immediately after trying to figure out what is wrong, Emily calls to a local emergency office, takes Bella with her and they drive to veterinarian station. Doctor in the station is a professional, she calms down both Emily and Bella and gives Bella pain relief.

After few hours, doctor is ready to tell Emily what is wrong, and that Bella is not in any danger. She had just eaten something that caused hard stomach pains. Emily visits pharmacy and takes Bella home to heal.

On the next day Emily walks into her insurance company and she is happy because luckily Emily chose the maximum compensation amount when taking the insurance, thus it will now cover the costs (minus deductible) and there will be it still available for later use.



Picture:
Maija Sainio

CAR INSURANCE

Once upon a time...

Simon has a brand-new Mercedes Benz, delivered 3 days ago at the factory. He has taken an optional, comprehensive motor vehicle insurance, for his car which covers the crashes.

Simon and Emily are going to buy groceries from the supermarket and they jump into a shiny new car and Simon drives out of their yard. Suddenly they hear scratch sound and drive their car along the road to see what happened. Simon had not noticed that there were a lot of very big stones on the road and had driven them over. His new car has scratches in front.


Simon is sad, but at the same time happy that he has taken comprehensive motor vehicle insurance, which will cover his damages. He will contact the insurance company and will take his car to the repair shop. Luckily Simon notices that besides the crashes, his comprehensive motor vehicle insurance also includes a coverage that allows him a replacement car which he can use during the time his own Mercedes Benz is being under repair.

ENDING THE MEETING

When You and the customer have agreed what are the insurances he needs and the decision has been made, You should always make sure that is everything clear for him and does he have anything else he wants to go through that necessarily has not come to speech before.

After all things have been handled, it is in line with good manners to wish nice day to a customer!

Whether the customer has taken a offer with him or has made an buying decision, You should contact him, whether in the agreed timeframe or within 1 to 2 weeks and ask how they are doing to make their customer experience even more valuable.



" Your smile is your
logo, your personality
is your business card
how you live others
feeling becomes your
trademark."

Jay Danzie

THANK YOU

...for reading my Storybook!

I would also like to thank for those people who supported me during the process and especially the ones I got an opportunity to interview.

This was a very motivational and instructive half a year to me. I will try to improve my own marketing communication situations by taking example stories through which I try to appeal to customers' feelings. Hopefully You will do the same!

I hope this Storybook gave You fresh ideas and new motivation to your selling processes.

I wish you very pleasant and profitable market communication situations.

XOXO

Maija Sainio

Picture:
Arttu Yli-Rohdainen

