Select Story Winners That Close Deals

November 11, 2026
A guide to identifying customer stories that may work well as sales case studies.

What this guide covers

- Find possible customer story candidates.
- Use pre-qualification conversations and scoring.
- Select stories suited to a sales audience.

Who this is for

For marketing and sales teams developing customer stories.

Putting the ideas to use

Create a shortlist and review it against your story selection criteria.

Book details

Format: Guide. Pages: 24. Words: 2639.

Download availability: After payment, download the complete ZIP package or the included PDF separately.