



COMMUNICATION

Telling a story about the product 1/2

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Act as the Product Manager for a meeting scheduling app that's a direct competitor to Calendly. You're launching a new feature that allows consultants to collect pre-payments at the time of scheduling a meeting. You want to excite your sales, marketing and customer success teams about this feature. You have to prepare a 10-slide presentation to announce this at the next townhall. Include a story using a persona: Casey the Career Coach. Use motivating, uplifting language.



Slide 1: Introduction

- Introduce the new feature: the ability for consultants to collect pre-payments at the time of scheduling a meeting
- Highlight the benefits of this feature for both the consultant and the meeting attendee

Slide 2: Meet Casey

- Introduce the persona of Casey, a career coach who frequently schedules meetings with clients
- Provide a brief background on Casey and her business

Slide 3: Casey's Challenges

- Highlight some of the challenges Casey faces when scheduling meetings, such as missed payments and last-minute cancellations
- Explain how the new feature addresses these challenges and provides solutions for Casey

Slide 4: How it Works

- Show a demonstration of how the new feature works, including how Casey can set up pre-payment options for her meetings
- Highlight the ease of use and convenience of the feature