



## COMMUNICATION

# 40. Telling a story about a product feature

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.