Story Selling: Creating Remarkable Sales Pitches Using the Power of Stories
Make yourself NOT removable by becoming awesome at storytelling with a point!

- Intent: Understand how important a compelling story is to selling vs. just another leave behind...or worse yet...throwaway
- Outcome: Work to jar some ideas to... develop personal stories and strategies for alleviating fear, improving results and getting comfortable with telling anyone, anywhere at anytime
• WHO DO PEOPLE BUY FROM?
• WHY DO PEOPLE BUY?
• WHY DO PEOPLE COME BACK?
• DO WE WANT TO SELL OR HAVE PEOPLE FEEL LIKE THEY ARE BUYING?

• In Business NOTHING happens until something gets sold
• STORIES = SELLING
• How do we stick?
ANATOMY OF A STORY

STORY KEYS

• Beginning….Middle and Ending…
• Elicits EMOTION
• Has a POINT to tie all together
• Paints a picture
• Stores memory
Who Are You?
What Do You Do?
SO What! – Need the What’s IN IT FOR THEM (WIIFM).
Gotta get them to tune into you to what you are saying. Need them to...THINK CLEARLY AND TAKE ACTION
BUYING PROCESS

MUST DO’S

• Build Trust
• Differentiate You
• Add Value
• Create an Experience

WE HAVE TO KNOW WHERE THEY ARE IN THE BUYING PROCESS....TO KNOW WHERE WE ARE IN THE SELLING PROCESS

Goal: Elevate the Relationship
ELEVATE RELATIONSHIP – STUDENT

BEFORE EVERY CALL OR STORY

- Have an Objective – Know what you want to say, objective and why it is important to them – What is your story that will capture them – Tie yourselves and companies together
- Know what they will say AND KNOW HOW TO RESPOND
- Research their company
- Research the individual and how they are judged
- Break Bread...Have a cocktail...Laugh and have some levity
- Analyze your story to improve and gauge reactions
- LISTEN AND CARE ABOUT WHAT THEY ARE SAYING AND IT’S IMPORTANCE
- Wash...Rinse... Repeat....KEEP DOING IT AND GET BETTER.

*Develop your ART within the SCIENCE And BE AUTHENTIC*
Extras

- Story tell in micro moments – Lightweight and Quick
- 70% gets pissed if people call them - My time
- Storytelling culture shift – Eyeballs and Advertisers
- Where is the attention? Emotion attention…
- Marketers screw everything up
- Quality Storytelling Always Win
- Content vs. Context – Social media for different reasons
- Are we bringing them value?
- Give it to them like a human being – Not a brand
- Jab…jab…jab….right hook. Give-give-give- ask
- People are b.s.er’s
- Give people value…funny stories….make them laugh…don’t have to have a business objective every time.
- Figure out the art and science…not just as distribution. Be a chameleon….context of room changes the way you story tell.
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