

Selling Through Storytelling Course

Perhaps the oldest and greatest communications tool of mankind is storytelling. Stories have perpetuated the fabric of civilizations, families, and religions. Stories inform, teach, entertain, persuade, and bind together peoples. They also sell.

The best way to get humans to venture into unknown territory is to make that terrain familiar to them. You can make it desirable by taking them there first in their imaginations. Instead of responding to a client's need with verbal assurances of competence and experience (some clients call them protestations of competence and experience), simply answer with, "Let me tell you a story."

Tell the client of a similar problem another company had, the solution that was applied, and the results attained. The story always is simple, direct, and credible. It's easy to listen to, easy to understand, and the point is always made: This salesperson knows the problem, has met it before, and got results.

Anyone can be a good storyteller with practice, and even a story told without narrative flair is usually more effective than raw verbal assurances that the seller can do what the client needs.

Purpose: To improve and enhance a sales and marketing persons ability to utilize storytelling as a methodology to overcome client objections. This course emphasizes a proven storytelling methodology for creating a simple well-crafted story. Participants leave this workshop having created stories using this methodology. This is an experiential learning workshop, which will be applied to real world client objections.

Expected Benefits:

- Storytelling Methodology
 - o Learn the key story elements
 - o Understand the connection between the client and the story
 - o Learn how impact full the "Hero's Journey" can be for the listener

- Overcoming Client Objections
 - o The power of a story used to answer a question
 - o Sharing and Leveraging Success Stories
 - o Reapplication of Great Ideas
 - o Sharing other key client relationships
 - o How Stories Solve Problems for Clients

- Practice
 - o Create stories to go back and tell immediately
 - o Identify stories currently being used that need work
 - o Identify Objections we need a good story to tell
 - o Workshop is designed for sales to partner with marketing to co-create their stories.

Length: 1 days

Participants: 10 (5 Sales / 5 Marketing Partners)

For more information contact Frank Prince

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