

The Components

Stories create connections and reduce barriers and defensiveness to being sold.

Time

Place

Main Character

Challenge

Goal

Series of Events/Plot

Outcome

1-2 Random Details

The Why

Facts are 20x more likely to be remembered as part of a story!

Stories ARE a secret sales weapon! Stories cause a deeper sense of emotional engagement with what is being said. We go into curiosity and receptive mode vs. a more defensive mode when we're feeling sold to. Think of stories as a "Trojan Horse" for delivering sales content!

The Story Types

Facts are 20x more likely to be remembered as part of a story!



Who I/ We Are

Introducing yourself or the company to the buyer.



Customers

Help them already feel like a customer!



Rapport Building

Help them get to know you.



Overcoming Objections

Use a story to respond to an objection.



My Company

Why is your company great?



Closing

Help push them to a yes!



Products/ Services

Use a story to introduce what you sell and why you win.



Service

Help them picture being happy with your product or service.

"People will forget what you said, people will forget what you did, but people will never forget how you made them *feel*." - Maya Angelou