

DEVELOP AN IMPACTFUL STORY USING PROSE

In a selling situation, a well-timed and well-delivered story can help the prospect visualize how your product or service will solve their challenge or make their life easier.

Map out a story you can use during sales presentations using the acronym PROSE.

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| <p>People</p> | <p>Every good story should include at least one person with whom your audience can identify or relate to in some way. Who are the characters in your story?</p> <hr/> |
| <p>Relevance</p> | <p>What's in this message for your client? Make that message clear and relevant by linking it to what you have learned about the organization and its needs.</p> <hr/> |
| <p>Object</p> | <p>A story can add entertainment to a sales presentation, but the main focus should be to move your prospect or customer into action. What's the objective of your story?</p> <hr/> |
| <p>Summit</p> | <p>Engaging stories build up to a summit or climax just before the resolution is uncovered. This part of your story should tap into your audience's emotions, particularly empathy.</p> <hr/> |
| <p>Ending</p> | <p>The ending of your story should reveal how the character(s) solved or overcame the challenge at hand. How does your product or service fit into the ending of your story?</p> <hr/> |

Practice your story but don't memorize every word—an effective story should be natural and not feel contrived. When you're confident with what you have, start using your story in your sales presentations and see what a difference it can make!