



SELLING
VS
STORYTELLING

by Brian Green
CELEBRATE FABULOUSLY!



STORYTIME

WHAT IS SALES?



"the exchange of a commodity/service for money."



WHAT IS
SALES....REALLY??

BORING!

WHY SALES FAILS



lack of planning for
sales presentations



failure to
concentrate on top
priorities



Poor listening skills

TO CAPTURE IMAGINATIONS



inadequate
product/service
knowledge



a lack of sufficient
effort



inability to
determine
customer needs

WHAT IS
STORYTELLING





Storytelling is the vivid
description of ideas,
personal experiences, and
life- lessons through stories
or narratives that evoke
powerful emotions and
insights.



CHILDHOOD

Great storytelling in sales isn't complicated

It's all about being authentic and communicating how your product can help people in real-world scenarios.

WHY STORYTELLING WORKS

Storytelling is an

ART FORM

But there's science
behind it...



1

The brain is more engaged, and stories become more memorable

2

stories ignite our imaginations and help us empathize with the characters and their struggles.

Emotions, not logic drive most consumer decisions

3

4

Stories inspire people to action

To be effective, at
storytelling you
must have

04

COMPONENTS

Passion

Passion in the voice of the story teller and in the manner in which the story is told.

A Hero and an Antagonist

You need to set the stage and create a story from the eyes and the perspective of the hero and an obstacle to overcome

01 03

THE FOUR PARTS

02 04

An Ah-ha Moment

The point in the story where there is a moment of awareness and the hero has figured out how to resolve the conflict.

Transformation

In successful stories, the solution usually leads to a profound transformation

What are the benefits of storytelling in sales?



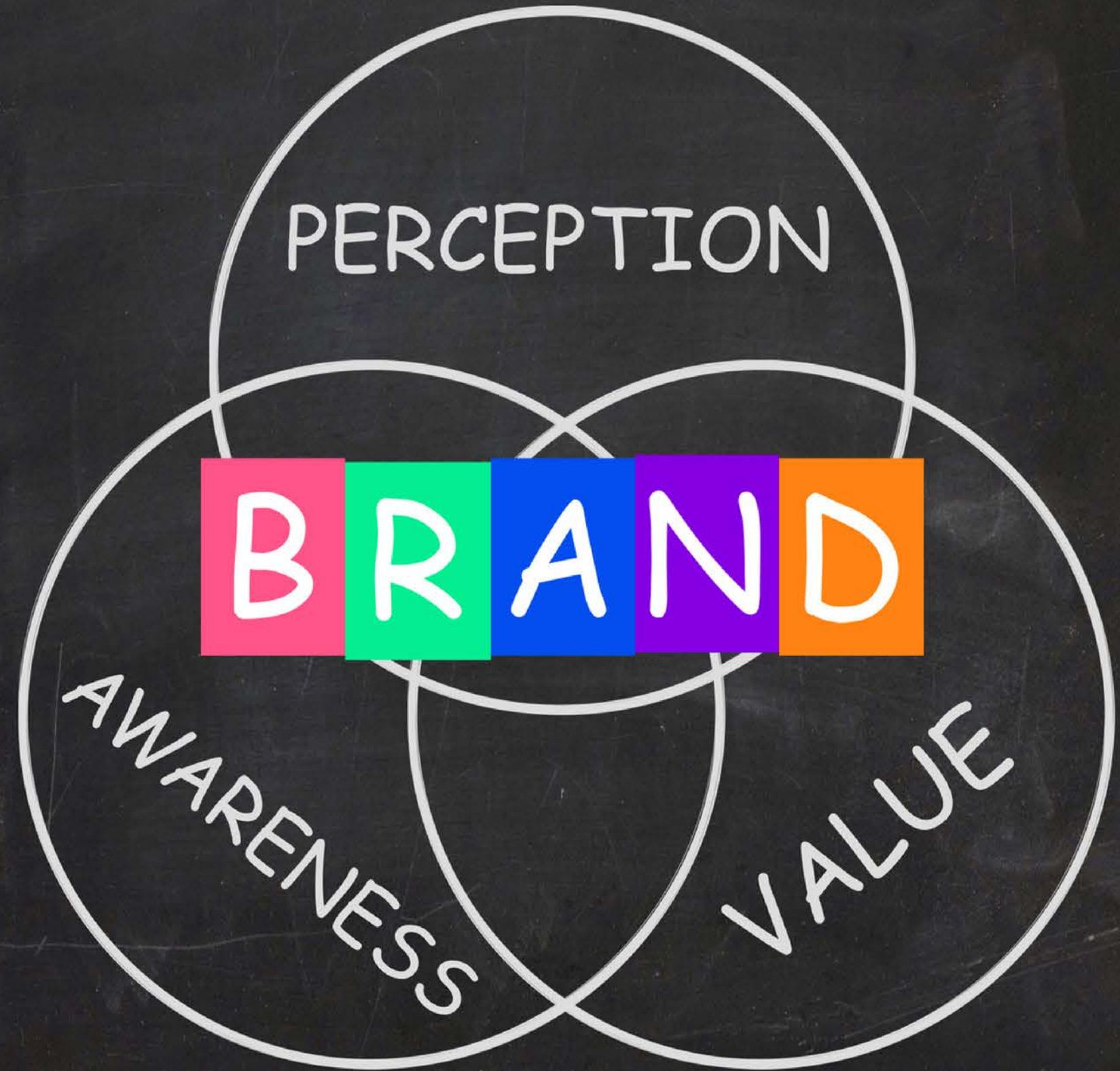


01

A T T R A C T S
A T T E N T I O N
F R O M
C U S T O M E R S

02

CONVEYS
MORE ABOUT
A COMPANY'S
CORE VALUE





03

P R O M O T E S
S E R V I C E S
B Y
H I G H L I G H T I N
G B E N E F I T S

04

S E T S
B U S I N E S S E S
A P A R T F R O M
C O M P E T I T O R S





05

HELPS CLOSE
SALES BY
IGNITING
IMAGINATIONS
& INSPIRING
CUSTOMERS

06

INCREASES
LOYALTY
&
MOTIVATES
FUTURE
SALES



4 TIPS FOR INFUSING STORYTELLING

Into your sales pitches

GET YOUR STORYTELLING BASICS DOWN

01



Also, your story must focus on your prospect's journey and needs.

- Who is the main character?
- What main challenge does the character face?
- How will the character overcome the challenge?



DETERMINE
THE DESIRED
TAKEAWAY

02

What's the key takeaway you want the listener to get after you finish your story?

Or, why should your customer care?

03

GET YOUR
PROSPECT'S
ATTENTION (AND
KEEP IT)





04

PERSONALIZE YOUR SALES STORY

Use past clients' experiences to tailor the message to your prospect.

RECAP



STORYTELLING

Storytelling is the vivid description of ideas, personal experiences, and life-lessons through stories or narratives that evoke powerful emotions and insights.

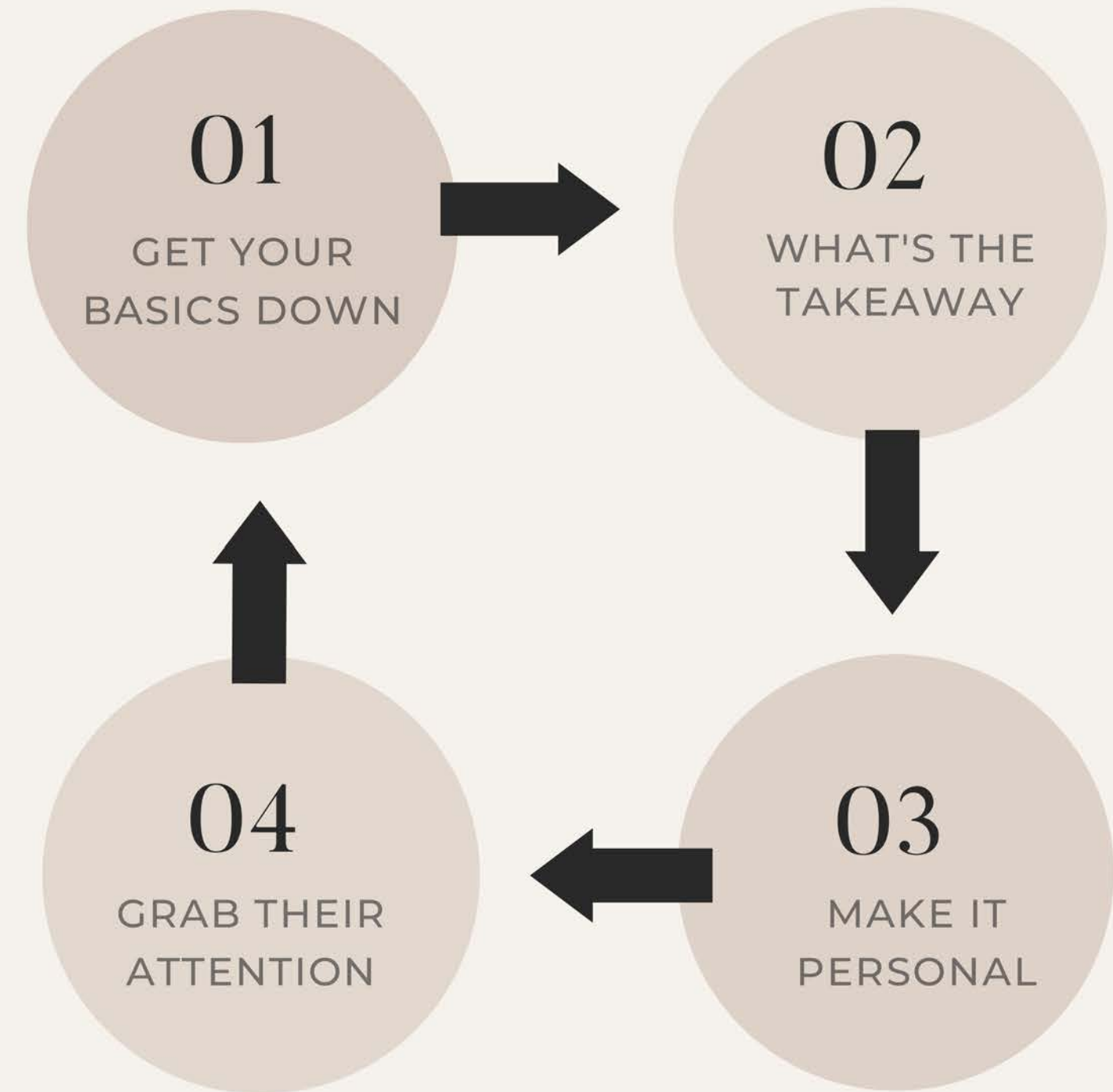


TIPS

TO INFUSE STORYTELLING

DON'T FORGET:

Storytelling is an opportunity to get creative with your sales pitch and bring some personality to what you are selling.



FOUR COMPONENTS TO INCLUDE

■ Passion

■ An Ah-ha Moment

■ A Hero & an obstacle

■ A Transformation

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