

STORYTELLING THAT SELLS

The communication of the essence of a brand is greater than an academic presentation of facts. A well-told story not only captures audiences' hearts and minds, but also influences listeners' thinking and decision-making. This one-day workshop teaches the skills to sell through authentic storytelling that are necessary to create true brand identity and distinction.

The goal is to deliver messaging so customers both understand and appreciate a brand's unique value.

We are hardwired for telling and listening to stories. Whether spoken around the glow of a campfire, or conveyed in a corporate conference room, stories represent a natural, everyday form of communication that resonates with audiences and connects them to speakers.

In a business and sales context, storytelling acts as a potent tool for positioning a brand more memorably than mere charts and statistics, so that customers both understand and appreciate a brand's value. By employing evocative analogies and emotive examples, stories play an integral part in preparing and delivering presentations that support ambitious sales goals. But even if we know good storytelling when we hear it, what goes into creating it?

Storytelling that Sells is a hands-on practical one-day workshop that teaches participants how to leverage stories in the sales process. It focuses on overcoming any misgivings or fears that salespeople experience about storytelling by reacquainting them with the natural act of storytelling and speaking with an authentic voice.

LEARNING OBJECTIVES:

- Understanding how, when and where to strategically use stories, analogies, and examples in the sales process
- Learning how to identify personal stories that create connection and deepen our clients' understanding of the brand positioning
- Delivering stories in a compelling and authentic style
- Becoming adept at utilizing stories in:
 - Presenting a brand narrative
 - Overcoming objections
 - Business development meetings

Michael Baldwin is a branding and communications coach based in New York. Michael conducts workshops that include *Presenting with Impact*, *Storytelling that Sells*, and *Branding as a Weapon*.



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