



Stories Sell



The Power of Storytelling in Sales

Stories Sell!



Agenda

My Background

Decision Levers

Why do we need stories?

Constructing the story

Leadership - How YOU can help

AVIS



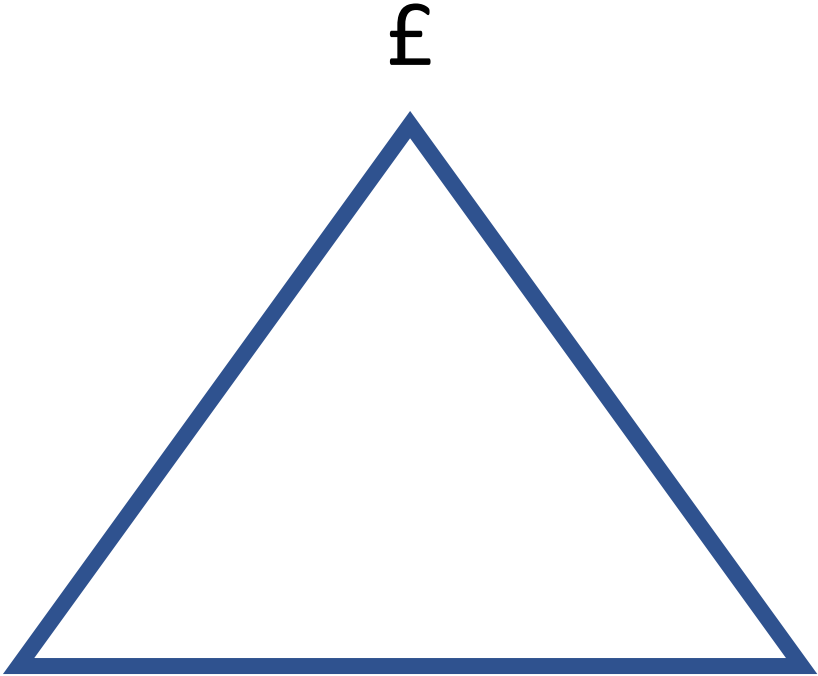
vodafone



My Background

IBM

Decision Levers



Constructing the Story

Challenger Selling – 3x3x3

The Hero – a main character with whom the prospect can relate to.

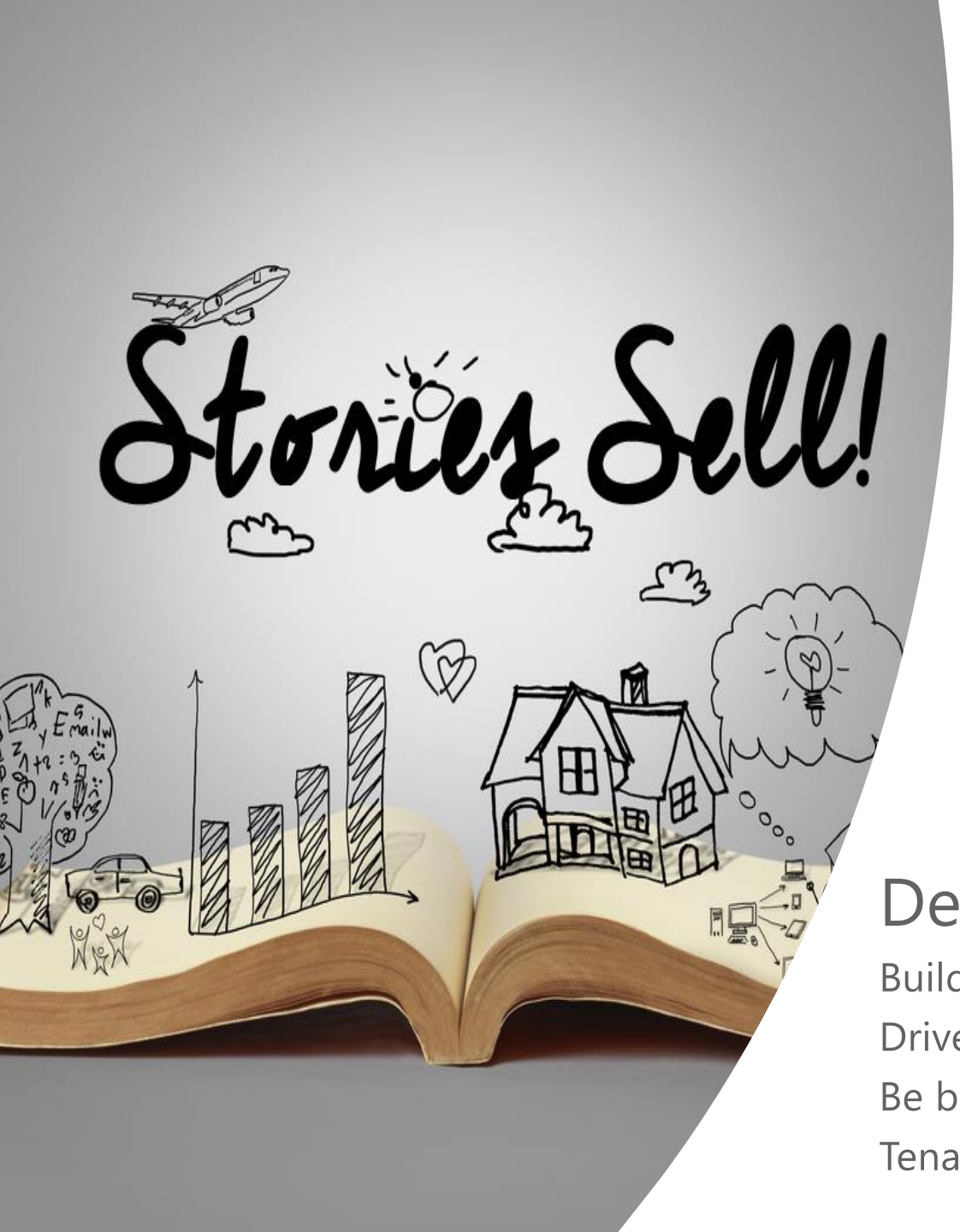
The Stimulus – identify something that pushed the Hero towards to change the situation for the better.

Tension or Conflict – problems, struggles and risks the Hero needed to overcome.

A Crossroad – the moment of decision where the Hero had to choose a path

The Call to Action





Leadership is for everyone

Create clarity

Establish a clear vision

Share it– build trust, build support

Define a course of action

Generate energy

Inspire optimism, creativity, and growth

Create an environment where everyone can shine

Aim to be stronger tomorrow than today

Deliver success

Build Momentum

Drive innovation that people love

Be boundary-less in seeking solutions

Tenaciously pursue the right outcomes

Stories Sell!

