

Appendix A: 25 Stories Sales People Need

Story topics

My Story “Wish List”

Introducing Myself to New Prospects

- 1) Explaining what I do simply
- 2) Whom I’ve helped and how I’ve helped them

Stories I Tell Myself Prior to the Call

- 3) My personal motivation story
- 4) To relax and take the stress out of the call

Building Rapport With the Buyer

Stories About Me

- 5) Why I do what I do
- 6) I’ll tell you when I made a mistake
- 7) I’ll tell you when I can’t help you
- 8) I’ll go to bat for you with my company
- 9) I’m not who you think I am

Stories About My Company

- 10) Founding story
- 11) How we’re different from our competitors

The Main Sales Pitch

- 12) My product’s invention or discovery story
- 13) Problem stories
- 14) Customer success stories
- 15) “Two roads” story
- 16) Value-adding stories

Handling Objections

- 17) Objections response stories

18) Negotiating price

19) Resolving objections before they're brought up

Closing the Sale

20) Creating a sense of urgency

21) Arming your sponsor with a story

22) Coaching the breakup

After the Sale

23) Service after the sale

24) Loyalty building stories

25) Summarizing the call: Great sales calls
