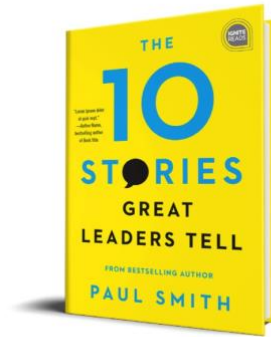


10 STORIES GREAT LEADERS TELL

1. **Where we came from** (our founding story)
2. **Why we can't stay here** (a case-for-change story)
3. **Where we're going** (a vision story)
4. **How we're going to get there** (a strategy story)
5. **What we believe** (a corporate-values story)
6. **Who we serve** (a customer story)
7. **What we do for our customers** (a sales story)
8. **How we're different from our competitors** (a marketing story)
9. **Why I lead the way I do** (a leadership-philosophy story)
10. **Why you should want to work here** (a recruiting story)

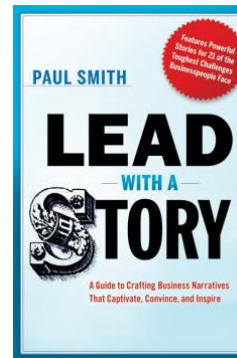


Source: [*The 10 Stories Great Leaders Tell*](#), by Paul Smith

21 LEADERSHIP CHALLENGES from [LEAD WITH A STORY](#)

Envision

1. Set a vision
2. Build commitment to goals
3. Lead change
4. Make recommendations stick
5. Define customer service success or failure



Environment

6. Define the culture
7. Establish values
8. Encourage collaboration
9. Value diversity & inclusion
10. Set policy without rules

Energize

11. Inspire and motivate
12. Build courage
13. Help others find passion for their work

Educate

14. Teach important lessons
15. Provide coaching and feedback
16. Demonstrate problem solving
17. Help others understand the customer

Empower

18. Delegate authority
19. Encourage creativity and innovation
20. Create master salespeople
21. Earn respect on day one

Source: [Lead with a Story](#), by Paul Smith

25 MOST USEFUL SALES STORIES from [SELL WITH A STORY](#)

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

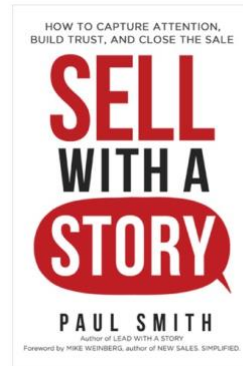
Closing the Sale

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

Source: [Sell with a Story](#), by Paul Smith



23 CHARACTER TRAITS from [PARENTING WITH A STORY](#)

Part I: Who You Are

1. Ambition
2. Open-mindedness
3. Creativity
4. Curiosity & Learning
5. Courage
6. Integrity
7. Self-reliance
8. Grit
9. Hard Work
10. Self-confidence
11. Money & Delayed Gratification
12. Health
13. Positive Mental Attitude
14. Dealing with Loss



Part II: How You Treat Other People

15. Kindness
16. Patience
17. Fairness & Justice
18. Humility
19. Respect for others
20. Friendship
21. Social Intelligence
22. Forgiveness and Gratitude
23. Appreciation of Beauty

Source: [Parenting with a Story](#), by Paul Smith