

Storytelling for Sales Cheat Sheet

25 Stories Salespeople Need

Introducing yourself	Preparing for the sales call	Building rapport	Making the main sales pitch	Handling objections	Closing the sale	Managing customer relationships
1) Explaining what you do, simply	3) Personal motivation	5) Why I do what I do	12) Your product's invention/discovery	17) Objections response	20) Creating a sense of urgency	23) Service after sale
2) Who I've helped and how I've helped them	4) To relax and take the stress out of a call	6) When I made a mistake	13) Explaining the problem	18) Negotiating price	21) Arming your sponsor	24) Building loyalty
		7) When I can't help you	14) Customer successes	19) Resolving objections before they're brought up	22) Coaching the breakup	25) Summarize the call
		8) I'll go to bat for you	15) "Two roads"			
		9) I'm not who you think	16) Adding value			
		10) Company's founding				
		11) How we're different from our competitors				



Story Selection

- What's your objective? What do you want the audience to *think, feel, or do* after the story?
- Think of a relevant success, failure, or moment of clarity. Alternatives: two-roads or discovery journey stories
- Don't have a story? Make one up (but let audience know you've made it up)

Find Great Stories: • Create a story "wish list" • Capture stories that happen around you • Remember stories others tell • Search your past • Interview colleagues: share your wish list and ask open-ended questions about specific moments • Create venues for sharing stories

Story Structure Template

Step	Answers these questions:	Sounds like...
Hook	1) Why should I listen to this story?	"The best example I've seen of that was..."
Context	2) Where and when did it take place? 3) Who is the hero and what do they want? Is there other background needed to understand character motivations?	"Back in __, at __, there was __, and they were trying to..."
Challenge	4) What was the problem/opportunity?	"Then, one day..."
Conflict	5) What did they do about it? Show the honest struggle between hero and villain, even if internal. Not too easy	"So they ____, and then they ____, and so they ____."
Resolution	6) How did it turn out (for everyone)? How are things/characters changed as a result?	"Eventually..."
Lesson	7) What did you learn?	"That's when I realized..."
Action	8) What do you think I should do?	"And that's why I think you should..."

Story Elements

- Basics:** relatable hero, relevant challenge, honest struggle, worthy lesson
- Emotion:** Identify relevant emotions. Use "tell me", "show me", "make me feel", and dialog techniques to develop the most important. Avoid unwelcome emotional manipulation
- Surprise:** At beginning to get attention; At end to seal it in memory. Lead with an unusual event, use flashback, skip one element in the context, or hide a critical fact until the end
- Dialog:** Replace scenes where you *describe* what characters meant with what they actually said (outer) or thought (inner)
- Details:** Replace generalities with specifics. Show, don't tell. Pick one important scene and describe it in vivid detail. Use metaphors
- Length:** 3-5 minutes to tell (450-750 words)
- Accuracy:** Set expectations about accuracy of story. Would someone who was there be offended at your version?
- Delivery:** Oral: focus on the story, not physical performance. 5-6 filler words a minute is okay. Conversational tone. Written: write the way you'd speak: 15 words/sentence, small words, active voice, Flesch-Kincaid 7-8
- Practice and Save:** Stories should be unscripted and extemporaneous, not memorized. Walk and talk with imaginary friend to practice. Save your story in outline form