Storytelling for Sales Cheat Sheet

25 Stories Salespeople Need Introducing Preparing for Making the main Managing customer Handling **Building rapport** Closing the sale yourself the sales call sales pitch objections relationships 3) Personal 17) Objections 20) Creating a 1) Explaining 5) Why I do what I do 12) Your product's 23) Service after sale what you do. motivation 6) When I made a mistake invention/discovery response sense of urgency 24) Building loyalty 18) Negotiating price 21) Arming your vlamis 4) To relax and 7) When I can't help you 13) Explaining the 25) Summarize the call take the stress 8) I'll go to bat for you 2) Who I've problem 19) Resolving sponsor HOW TO CAPTURE ATTENDED. helped and how 9) I'm not who you think 22) Coaching the out of a call 14) Customer objections before I've helped them 10) Company's founding they're brought up breakup successes 11) How we're different 15) "Two roads" from our competitors 16) Adding value Story 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 **Selection** • 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			Sto
Step	Answers these questions:	Sounds like	Basics: relatable hero, relev
Hook	1) Why should I listen to this story?	"The best example I've seen of that was"	Emotion: Identify relevant e feel", and dialog techniques unwelcome emotional manig
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"	Surprise: At beginning to ge with an unusual event, use finde a critical fact until the elements.
Challenge	4) What was the problem/opportunity?	"Then, one day"	Dialog: Replace scenes who what they actually said (out of Details: Replace generalities)
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"	important scene and describ Length: 3-5 minutes to tell (
Resolution	6) How did it turn out (for everyone)? How are things/characters changed as a result?	"Eventually"	Accuracy: Set expectations who was there be offended Delivery: Oral: focus on the
Lesson	7) What did you learn?	"That's when I realized"	words a minute is okay. Cor speak: 15 words/sentence,
Action	8) What do you think I should do?	"And that's why I think you should"	Practice and Save: Stories not memorized. Walk and ta story in outline form

orv Elements

evant challenge, honest struggle, worthy lesson emotions. Use "tell me", "show me", "make me

to develop the most important. Avoid pulation

et attention; At end to seal it in memory. Lead flashback, skip one element in the context, or end

ere you describe what characters meant with er) or thought (inner)

es with specifics. Show, don't tell. Pick one be it in vivid detail. Use metaphors

(450-750 words)

s about accuracy of story. Would someone at your version?

e story, not physical performance, 5-6 filler nversational tone. Written: write the way you'd small words, active voice. Flesch-Kincaid 7-8

should be unscripted and extemporaneous, alk with imaginary friend to practice. Save your

www.leadwithastorv.com Source: Sell with a Story, by Paul Smith paul@leadwithastory.com