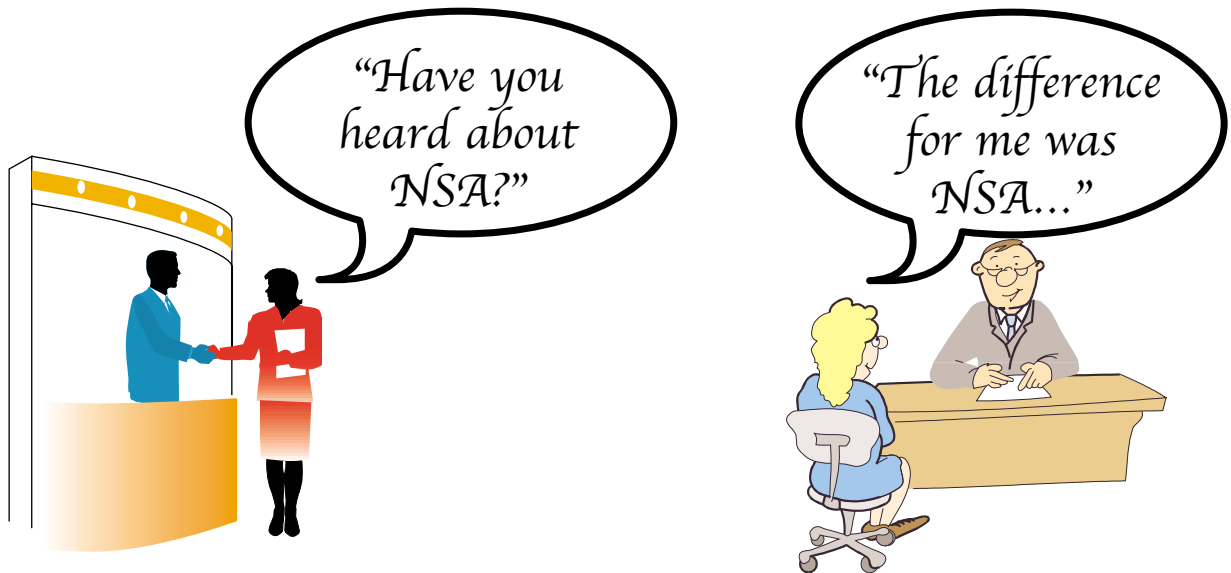


STORY TELL, STORY SELL

*Selling the NSA Experience
To Prospects Through Storytelling*



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Recruiting Experts Who Speak



Your Testimonial



Are you excited about NSA? What has it done for you?
Share your enthusiasm and successes with others!

BEFORE..... AFTER

Describe yourself as a Speaker:

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Describe yourself as a Businessperson:

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

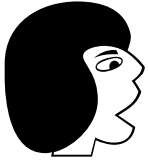
Describe what you struggled with *Describe what you now excel at*

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Describe Your Return On Investment (ROI) from NSA

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Story Tell, Story Sell: Showcasing NSA Successes



Success Stories



Why Storytelling?

“We’re wired for stories,
individually and collectively.

This is how we’ve been conditioned to learn.”

— Gay Ducey
Past President

NATIONAL STORYTELLING ASSOCIATION

30-Second Success Stories:

- ▶ Showcase the NSA Experience
- ▶ Resonate with listeners, showing what’s possible for them too
- ▶ Share your enthusiasm and model your communication skills

The Format:

- ▶ **Setting:** Gives us context
- ▶ **Situation:** Establishes challenge
- ▶ **Success:** Provides resolution (happy ending!)



Story Tell, Story Sell: Showcasing NSA Successes



DEVELOPING *YOUR* NSA SUCCESS STORY



A Setting

A Situation

The Success



As You Tell It...



- ▶ Be conversational
- ▶ Use pauses for effect
- ▶ Include adjectives and descriptive words to add color
- ▶ Include sounds, smells, feelings and emotions as appropriate
- ▶ Eye contact conveys sincerity, earnestness and builds trust
- ▶ OK to be the hero...but not the superhero;
Be credible...not incredible
- ▶ Repetition can reinforce;
Use “the power of three” for effect
- ▶ Quiet confidence trumps boastfulness every time



STORY TELL, STORY SELL



Reference Material

1. Additional Tools for Recruiting Experts
2. What Questions Are You Asking? (worksheet)
3. Benefits of NSA Membership (worksheet)

Additional Tools for Recruiting Experts

Chapter One-Sheets, Newsletters and Brochures

Give your prospects something tangible to feel and refer back to. These collaterals each contain information on meetings, locations, contacts, etc.



Wearing Your NSA Pin

It's a conversation piece and perfect entree into describing NSA to prospects. Curious people will actually begin the conversation when they see your pin. It's the perfect chance to share your NSA elevator speech or 'success' story.

Mention NSA/Chapter in passing during your presentations

In the course of most presentations there are opportunities to reference your NSA and chapter affiliations. You don't have to deliver a commercial for NSA but can touch on it as appropriate.

Using the NSA Logo in your materials

Reinforce the NSA Brand by using the logo on your materials. When asked about it, be ready to share your testimonial.



Know your Chapter's URL; share it and use it in communication with non-members

Point people to your chapter's website and NSA's for the latest information on membership, meetings, special events and more.

NSA Chapter Business Cards

These are easy to carry and dispense. You can add current information on them such as next meeting dates or your number for further contact. Your chapter can create its own, complete with website, (toll-free/regular) telephone number, e-mail address and meeting location(s)/dates, if available.

The Expertise Imperative

In this twelve-page white paper NSA sketches the future of the speaking profession and makes the case for future focus on expertise to the power of eloquence. To download your copy, click on www.nsaspeaker.org/pdfs/Expertise_Wht_paper.pdf



The Sales PEG*

Join the Sales PEG and hone your selling skills, for your and your chapter's benefit. Receive quarterly printed newsletters, monthly e-zines, teleseminars and more for Just \$25! **Invite Sales PEG members to teach your chapter selling skills for membership building.**



What Questions Are You Asking?



Asking Questions Does Many Things:

- ◆ Engages your listener
- ◆ Offers insights into their problems, needs, challenges and prior knowledge of NSA
- ◆ Allows you to uncover additional ways to serve their needs, help them
- ◆ Engenders trust , which helps to builds the relationship
- ◆ _____
- ◆ _____

Questions to Engage Experts Who Speak

- ◆ Where do you go to discover best practices for speaking, marketing, sales and more?
- ◆ What associations do you belong to that help you improve your speaking prowess?
- ◆ What does your support system look like? Does it include professional speakers?
- ◆ How many like-minded professional speakers, consultants or trainers do you interact with?
- ◆ Who do you rely on to improve your platform skills?
- ◆ How do you measure success in your business?
- ◆ How do you get food for your brain?

Source: Jim Meisenheimer CSP

Write some open-ended question to help you “qualify” a prospect:

✍ _____

✍ _____

✍ _____



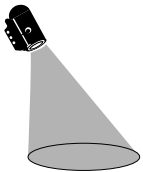
What are Some of the Benefits of NSA Membership

By emphasizing the BENEFITS or OUTCOMES of membership, listeners can quickly envision how becoming a member can improve their business. As we know, benefits occur in each of these eight areas:

Professional Awareness
Platform Mechanics
Sales and Marketing

Professional Relationships
Presenting and Performing
Managing the Business

Topic Development
Authorship and Product Development



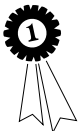
Make a list of benefits that accrue to members:



| | |
|---------|---------|
| ◆ _____ | ◆ _____ |
| ◆ _____ | ◆ _____ |
| ◆ _____ | ◆ _____ |
| ◆ _____ | ◆ _____ |
| ◆ _____ | ◆ _____ |

Depending on what matters most to them you may want to emphasize some others too.

What's most important to them?



What's Special About Your Chapter? *Showcase your Chapter's Strengths*



Does your chapter boast many CSPs and CPAEs? Is your chapter large? Diverse? Intimately aligned with the meetings industry? Meet in a special location? Have other strategic advantages?

Identify and then showcase the special features or strengths of your chapter that make it appealing to non-members.
