

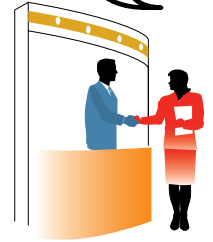
“Once Upon a Job...”

# SALES THROUGH STORYTELLING: *STORY TELL, STORY SELL*

“It reminds me of a recent client...”



## Harnessing the Power of Storytelling To Sell Your Consulting Services, Skills And Products



One of the most powerful ways to connect with prospects, customers, clients, colleagues, co-workers and others is through storytelling. As humans we're hard-wired for stories. We're conditioned to respond to them...and we do!

### Why Stories Work

Stories resonate with listeners. They allow the listener to connect emotionally with the storyteller. Listeners hear themselves in the stories they are told. Best yet, stories are memorable. Facts and figures are forgettable. A good story is remembered and retold. And here's a secret: you have a storied past!

### Success Stories Sell

“Success” stories succinctly showcase your skills, past accomplishments, values and style. Through your story a listener can easily gauge your professionalism, confidence level and acuity, and so much more. As a result, they like, trust and buy from you!

### Learning Objectives

- ▶ Use Craig's Setting-Situation-Solution telling format
- ▶ Mine your past for “success” stories
- ▶ Learn to tap universal themes through your stories
- ▶ Receive tips, coaching and practice telling yours

### How the Presentation is Delivered

Participants take past accomplishments and tell the story behind them, using Craig's format and template. Craig shares sample stories to showcase multiple qualities and helps each attendee craft theirs. A fabulous worksheet assists attendees in developing and delivering their stories live!

### About Your Presenter

Craig Harrison has been telling stories since he went door-to-door at age eleven selling Used Jokes. He's told stories in China, Jonesborough TN and throughout North America. The founder and principal of Expressions of Excellence!™, Craig is vice-chair of the STORYTELLING ASSOCIATION OF ALTA CALIFORNIA, founder of the NATIONAL SPEAKERS ASSOCIATION's Storytellers PEG and past president of the NSA's Northern California chapter. A humorous storyteller himself, Craig will help your group tell their stories with signature style and ease.



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