

How To Use Stories

Stories are effective communication tools.

Essentially, they create interest, and if done right, they get the listener to relate and learn from it.

You can use stories to get the prospect to relate to you, your brand and your previous customers.

You can use stories to get the prospect interested in what you are selling.

And you can use stories to get a point across.

Stories are simply built up from 3 parts.

1. Beginning (this is where you introduce the character of the story that is highly similar to the listener in some ways)
2. Middle part (this is where something is happening, a challenge or a problem or progress towards a goal)
3. Conclusion (this is where you reveal how the character overcame the issue or solved the problem or achieved the goal. Tie this to your product.)

On point number 3. Our hero (character) maybe came up with a brilliant idea. And that's how your product was made. Or maybe the hero found the product, and with it defeated the problem. Or maybe the hero met you, and therefore reached the goal.

It could be anything.

Example

Sales Rep might say:

"A few weeks ago, I had a guy sitting in that exact same chair as you are sitting in, telling me about the exact same challenge you are talking about. We tried solving the usual ways. Basically every way you tried already. Then my manager came in and asked me if I have proposed Option B already? And that's when it hit me! The solution was in front of our eyes all along! Needless to say, this guy went

with Option B and now he is doing great. Had a follow up call with him last week and he was super satisfied, he was on a vacation in Italy by the time I called him.”

Now you know the reason for stories, and got a good solid foundation to build on.

Use it for your sales success.