

Storytelling for Sales™

How to connect, influence and sell

BUILD FAST RAPPORT **ESTABLISH CREDIBILITY** **DEMONSTRATE VALUE**

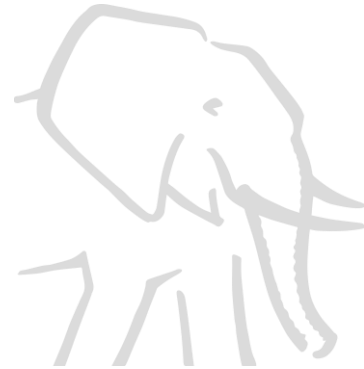
Anecdote's Storytelling for Sales™ program will help you expand the number of sellers who can effectively tell the story of your products and services and close more sales faster.

Anecdote has Partners who can deliver Storytelling for Sales™ in 18 countries across the globe.

Storytelling for Sales participants include...

Proposed by

STORYTELLING FOR SALES™

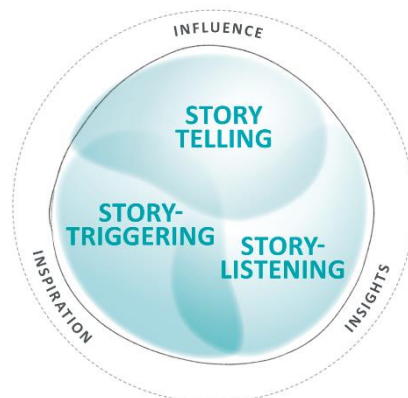


The solution sale remains one of the best ways to maintain premium pricing – it's hard for a competitor to copy an integrated solution. But the sophisticated buyer now wants business insights, and to move their relationship with the seller from transactional to relational, even intimate. Consequently, sellers need to be even more savvy and productive.

It's been said that star performers who sell solutions are almost 200% more productive than the average seller. When we ask sales managers what sets their star performers apart from the rest, they consistently tell us that the stars are intuitive strategic storytellers. Storytelling skills have become vital in the new selling environment.

So to bring the next 20–40% of their sales teams up to the star performer level, organizations must help them to explicitly learn the storytelling techniques that their stars know implicitly.

Good sellers not only tell effective stories but they know how to get the buyer to share their story and they can trigger new stories to be told.



Expected Outcomes

<p>FASTER CONNECTION WITH YOUR PROSPECT</p>	<p>GREATER BUY-IN ACROSS THE ORGANISATION FOR THE SOLUTION BECAUSE EVERYONE KNOWS THE STORY</p>	<p>FEWER ROADBLOCKS BECAUSE ANTI-STORIES ARE OVERCOME WITH BETTER STORIES</p>
<p>LONGER, MORE TRUSTED RELATIONSHIP WITH THE BUYER</p>	<p>FASTER SALE BECAUSE THE BUYER IS EMOTIONALLY ENGAGED IN THE PROCESS</p>	<p>MORE SELLERS OPERATING AT THE STAR PERFORMER LEVEL</p>

Workshop Overview

They will learn how to use stories to establish rapport, build credibility, demonstrate value and ask for the business.

This is not about made-up stories or ones that have been embellished beyond recognition. Your sellers will learn how to find and share stories from your company and their own experience so they can have sales conversations that bring new ideas and creative ways to help the customer’s business. We want your sellers to help their customers shift to a better story.

The workshop is interactive, as we strongly believe in the power of practical activities to foster learning. Throughout the workshop, participants will engage in hands-on activities designed to build their skills and knowledge.

Coaching:

We offer one-on-one or group coaching to reinforce the skills (Optional).

For more information, please contact Khun Sarun Lerdbhan

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