

# THE BEST SELLERS ARE STORYTELLERS

THEY USE STORIES TO:

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...



# STORIES THAT SHARE INSIGHT AND CONVEY EMOTION INSPIRE A PROSPECT TO TAKE THE NEXT STEP

Prospects want to know how others did it, how your offering made a difference. Lists of dot points just don't do it. Instead a well told story helps them picture a future where they're benefitting from your solution.

STORYTELLING  
FOR SALES™



## STORYTELLING FOR SALES™ INTEGRATES WITH YOUR SALES APPROACH AND IS A COMPLETE LEARNING PROGRAM TO HELP STORYTELLING TO STICK.

### PREPARE SALES MANAGERS TO BE COACHES

Sales management plays a vital role in embedding a new skill such as storytelling. They need to model the new behaviour, extol its benefits, and celebrate success when their sellers make it work. We get them involved early.

**WORK ON REAL OPPORTUNITIES** Sellers are busy people. It's hard for them to put aside one or two days to learn a new skill. That's why we focus the training on improving a live opportunity, to help make progress in closing the sale.

### FINDING STORIES FOR SELLERS TO TELL

Your sellers will have their own stories to tell, but we can help you accelerate the impact of storytelling by collecting and making available stories that can be easily told by your salesforce.

### TEACHING STORYTELLING SKILLS AND

**MAKING THEM STICK** We spend one or two days face-to-face with participants and follow it up with our **DELIBERATE PRACTICE PROGRAM (DPP)** to embed the learning. The program runs over **6 MONTHS**. Each week, the sellers receive a short email suggesting an activity to practice their new-found storytelling skills. We have some other tricks too to make the learning stick.

### AMPLIFY YOUR SALES PROCESS AND OTHER TRAINING PROGRAMS

We're aware that you already have sales processes in place and have also invested in other sales-development programs.

We work with you to ensure that Storytelling for Sales™ dovetails with what already exists to amplify this investment.

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