



# The art of story telling

How to demo complex solutions

Presenter's Name  
Title

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# How Can You Use Storytelling to Sell?

Telling your stories and the stories of others humanizes your selling and makes connections with prospects more meaningful (and productive).

That said, for some, telling a good story comes naturally. For others, storytelling might feel as abstract as it did in middle school English class.

In today's post, discover why storytelling is essential to sales and get simple, actionable tips (and an example) for making storytelling part of your sales strategy.

# Your prospects Are Wired for Storytelling

Storytelling is truly an art form, but actual science explains why the human brain loves stories.

For instance, a Hubspot infographic illustrates how storytelling activates seven regions of the brain (including sensory areas such as visual, auditory, and olfactory).



# Storytelling Makes Sales Memorable

Besides resonating with an audience on a deeper level, storytelling is also an opportunity for you to get creative with your sales pitch and bring some personality to what you are selling.

Think about the kind of sales pitch *you'd* want to hear: Do you want to listen to a bunch of bland industry-related stats?

Or, would you like to hear about a real-life scenario when the product helped make someone's life easier or better?

# 5 Tips For Putting Storytelling Punch Into Your Sales Strategy

## 1. Get Your Storytelling Basics Down

- **Who is the main character?**
- **What main challenge does the character face?**
- **How will the character overcome the challenge?**

## 2. Determine the Takeaway

Knowing your endgame will make building out the framework for the story easier.

What's the key takeaway you want the listener to get after you finish your story?

## 3. Get Your Prospect's Attention (and Hold It)

Stories must be captivating *and* informative. Put yourself in the listener's shoes and ask yourself if this is a story you'd want to hear.

## 4. Personalize Your Sales Story !

This is probably the most crucial part of storytelling. It takes a little work but pays off big when you are closing deals.

Use past clients' experiences (such as case studies) to tailor the message to your prospect.

## 5. Practice Your Story Out Loud



- ▶ Think about the need of the person you need at customer side
- ▶ Discuss it with the Sales Manger
- ▶ Create a meaningful (for the person you present to) demo to start your story, your demo should start with the result ...
- ▶ Show very briefly why this may be important for the receiver of the demo.
- ▶ Think about a way to empower you customer to try it by them self.



# Thank you

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