



The art of storytelling

How to demo complex solutions

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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



Get Your Storytelling Basics Down

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



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?



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.



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.



Practice Your Story Out Loud





Some tips for an effective technical presentation

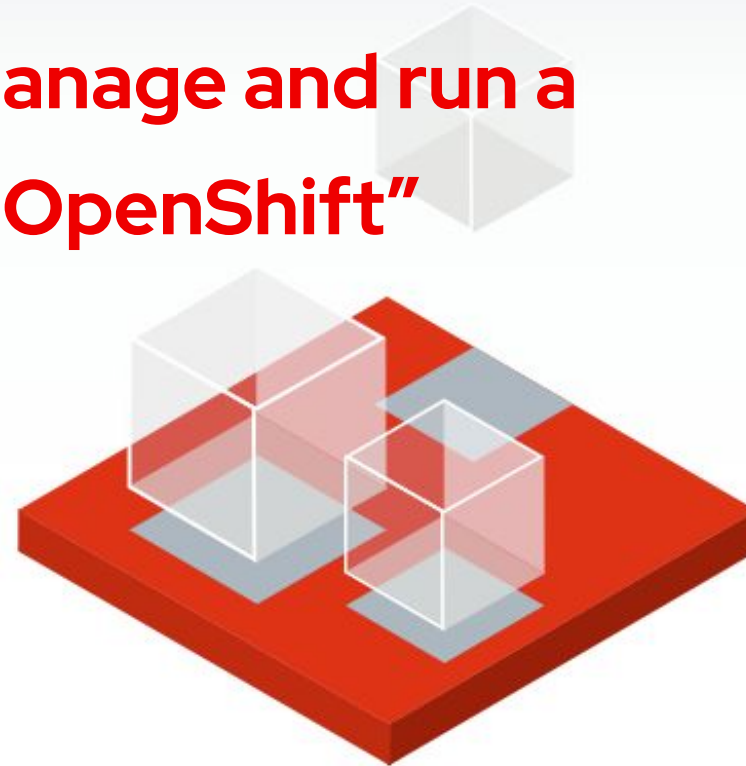


- Think about the appealing message that attracts your audience most – and start with the “magic” – elaborate on features, menu bars, configs, later...
- build “mini demos” aka episodes – featuring exact one topic
 - Create a opening slide for each episode
 - Just in case, record the “Live Part”
 - Build a summary slide after each episode
- Choose max 5 episodes
 - use-cases, functions or features



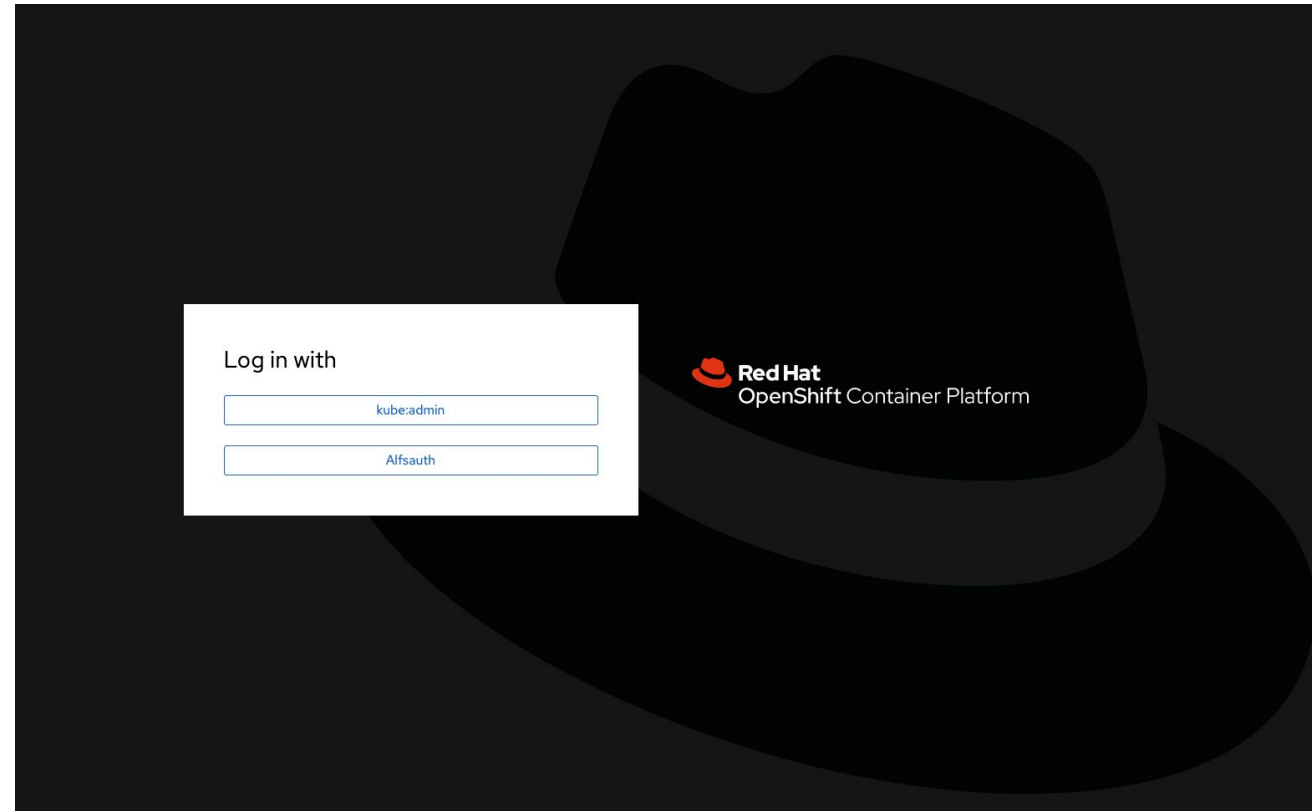
Sample Episode:

**“It’s easy to build, manage and run a
Container on top of OpenShift”**



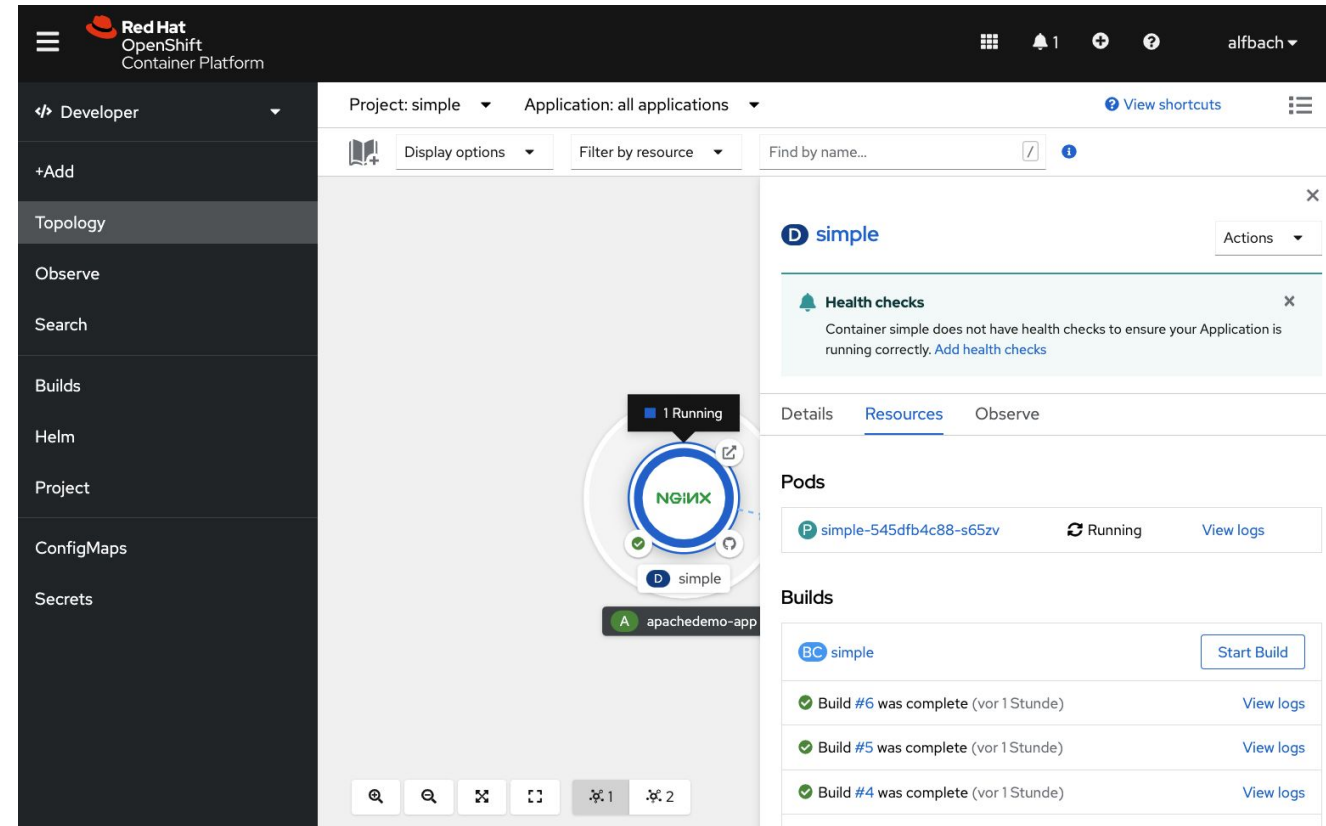
Challenge:

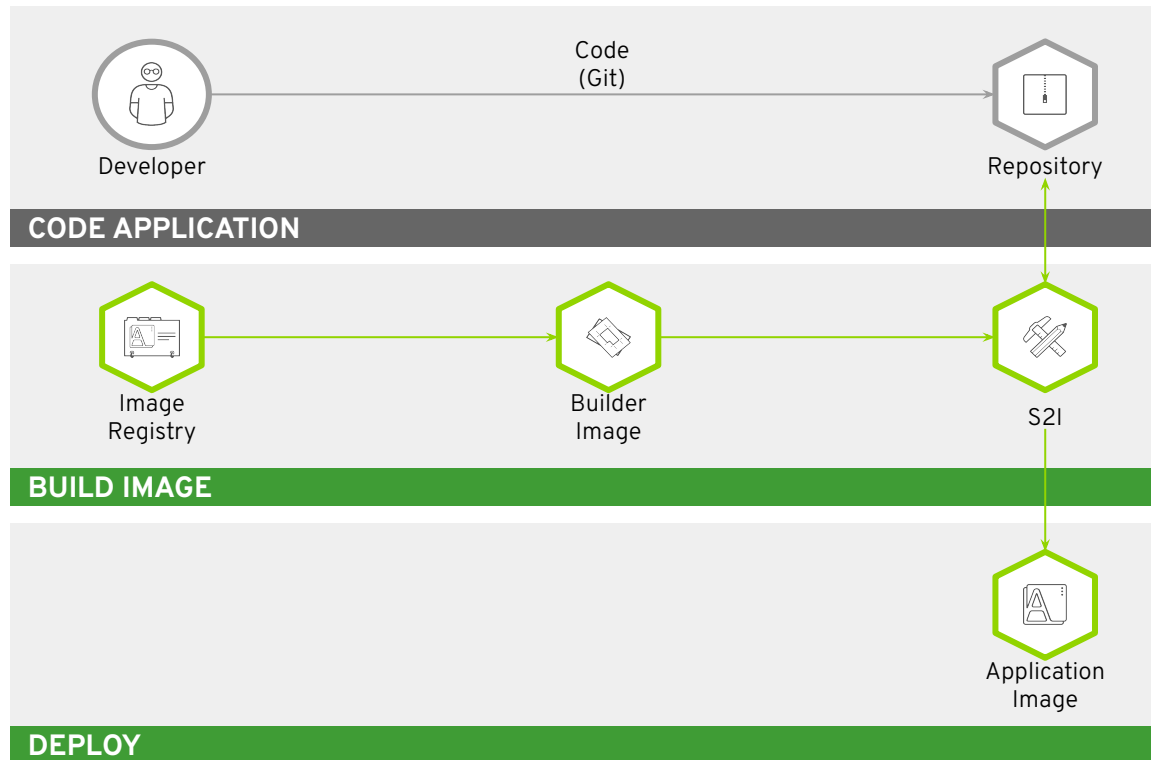
- To take advantage of a microservice environment you have to build or rebuild your applications to run on top of this new platform.
- But typically your developers are under high pressure and you did not find enough time to retrain them using new tools or new methods
- To speed up the transition it would be very useful to reuse as much as your developers already know.



What you will see:

- Your code is stored in a Git Repository and you trigger the build of a container out of the developer interface of OpenShift
- Thanks to S2I (Source to Image) OpenShift did the job fully automated, pushes the create Container Image to the local registry and start it in you developing environment
- This Process can be steered with your existing development pipeline tool or you may use the development tooling coming with OpenShift (Tekton)





What are the Benefits of the Source to Image process in OpenShift ?

Seamless integration into existing Dev Tools & Pipelines

No specific Platform knowledge necessary for your developers

Easy scaling and administration

Fast lane to microservices for you

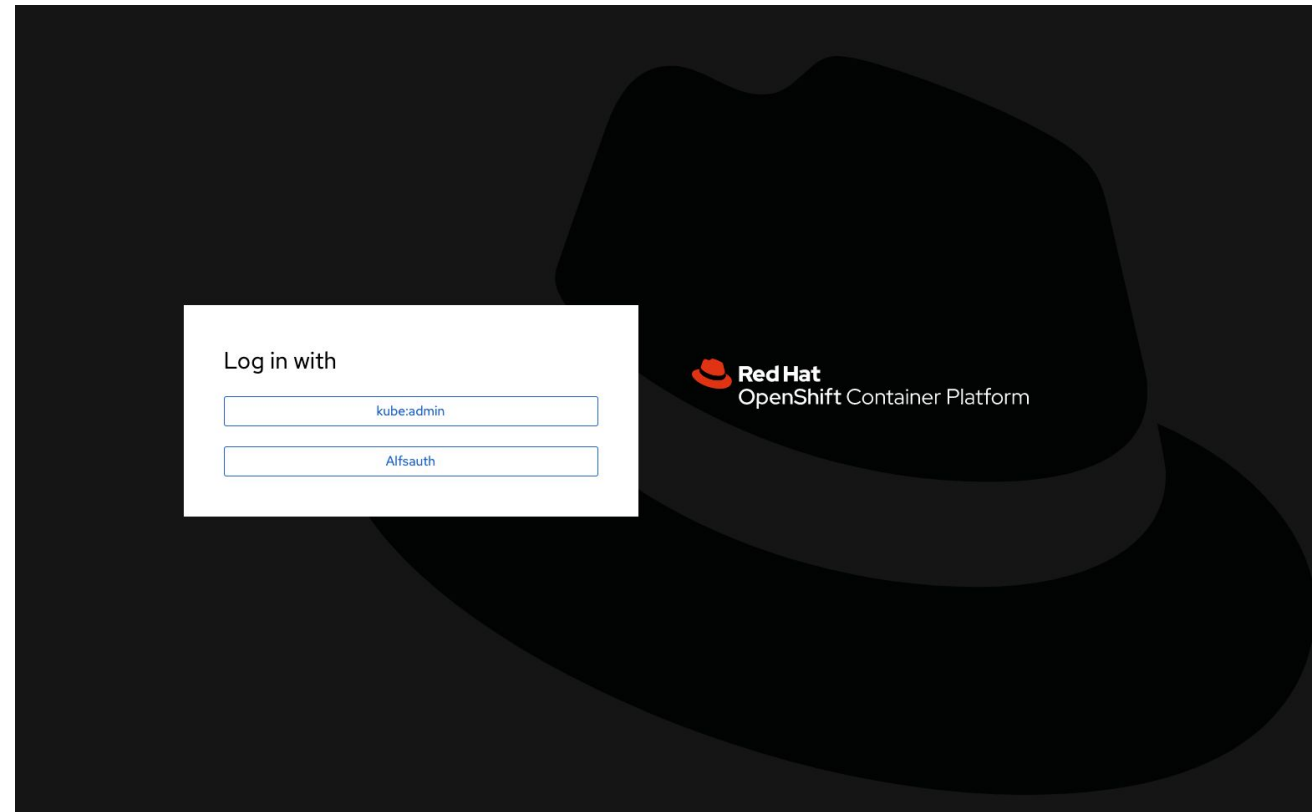
Sample Episode:

**“It’s easy to administer, monitor, manage
and run a Application on top of
OpenShift”**



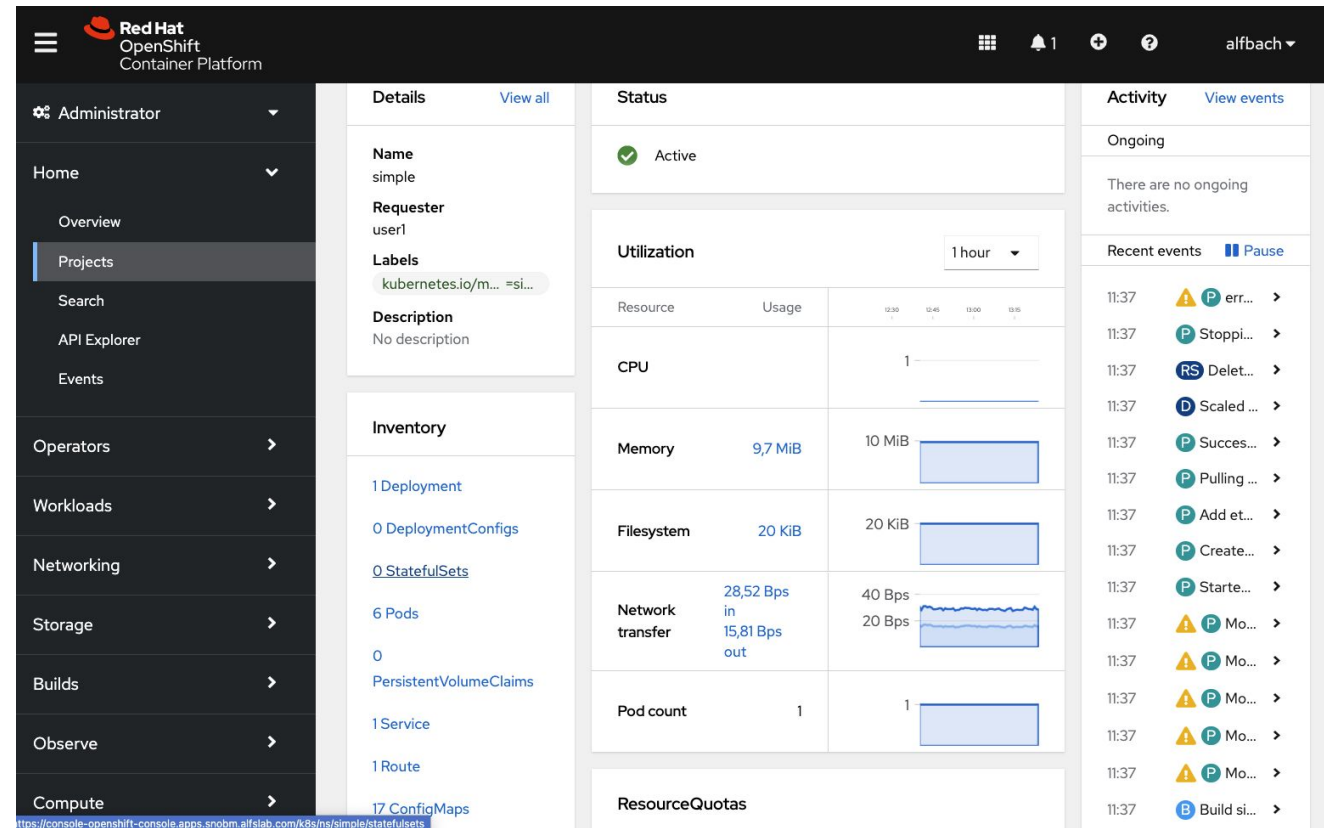
Challenge:

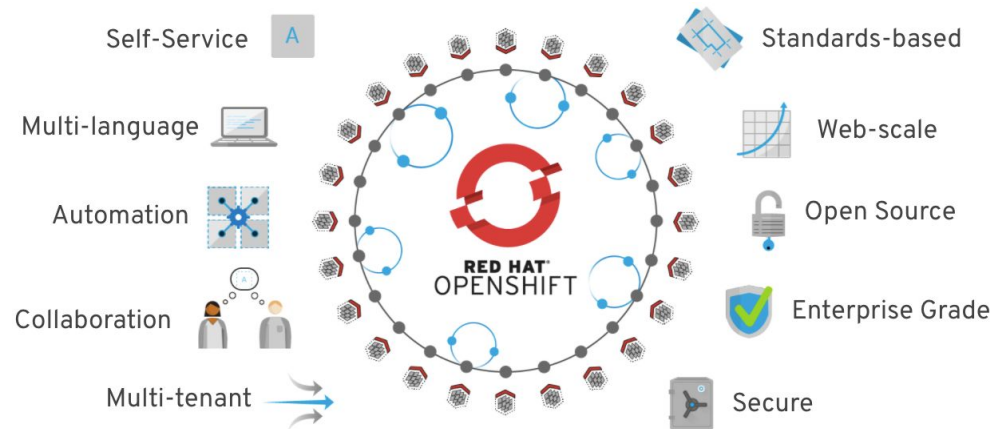
- To take advantage of a microservice environment you have to administer and manage new applications
- Right now your administrators are really busy to run your existing environment and don't find time to learn how to use new tools or new methods
- To speed up the transition it would be helpful to have a console where you can manage and administer this new environments.



What you will see:

- Your application is running on the OpenShift cluster.
- By simply clicking on it you are able to monitor the application, look into the network and storage configuration.
- Extending the feature set of OpenShift





What are the Benefits of the easy Management of OpenShift with the Webconsole ?

Simple overview of the sometimes complex solutions

No in depth kubernetes knowledge necessary

Easy scaling and administration

Fast lane to microservices for you

Thank you

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