

The art of storytelling

How to demo complex solutions

Alfred Bach

Solution Architect

Red Hat EMEA Partner Enablement team



What to expect from this presentation

1

Introduction into
storytelling

2

How to present
complex technical
solutions

Introduction into storytelling



How can you use storytelling to sell?

Telling stories humanizes selling and makes connections with prospects more meaningful (and productive).

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

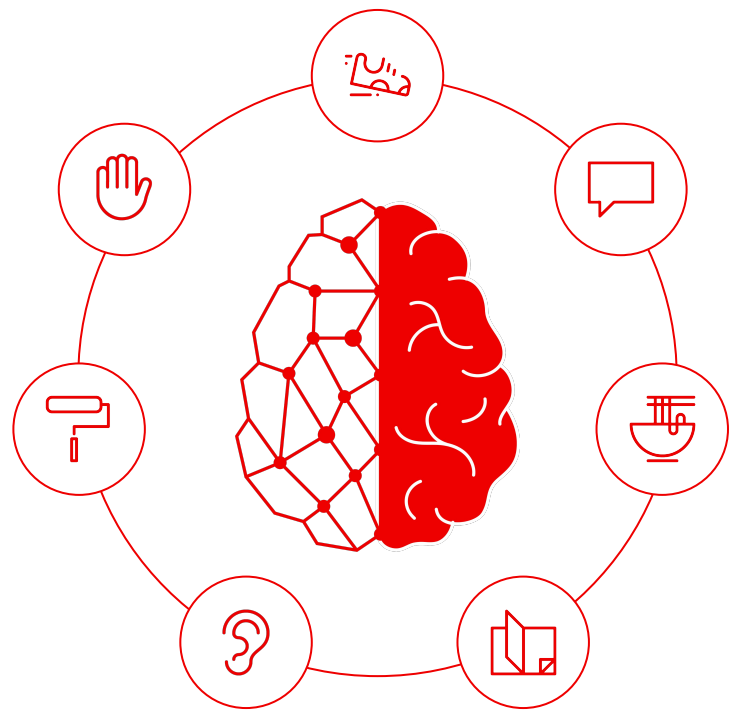
Discover why storytelling is essential to sales and get simple, actionable tips (and an example) for making storytelling part of your sales strategy.



Your prospects are wired for storytelling

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

In fact, storytelling activates seven regions of the brain (including sensory areas such as visual, auditory, and olfactory).¹



¹ Bruder, Emma. ["The neuroscience behind storytelling in sales"](#) Hubspot. Accessed Aug 2022.

Storytelling makes sales memorable

Storytelling is also an opportunity for you to get creative with your sales pitch and bring 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 list of features and functions?

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



Storytelling makes sales memorable

Storytelling is also an opportunity for you to get creative with your sales pitch and bring 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 list of features and functions?

Or, would you like to hear 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



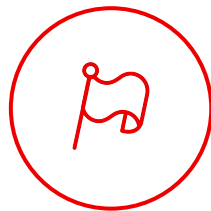
Get your storytelling basics down



Who is the main character?



What main challenge does the character face?



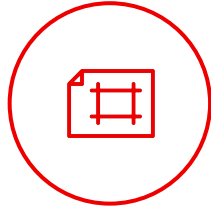
How will the character overcome the challenge?

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.



Determine the takeaway



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

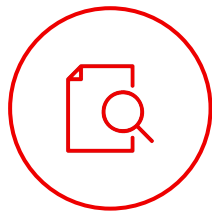


What's the key takeaway you want the listener to get after you finish your story?

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.

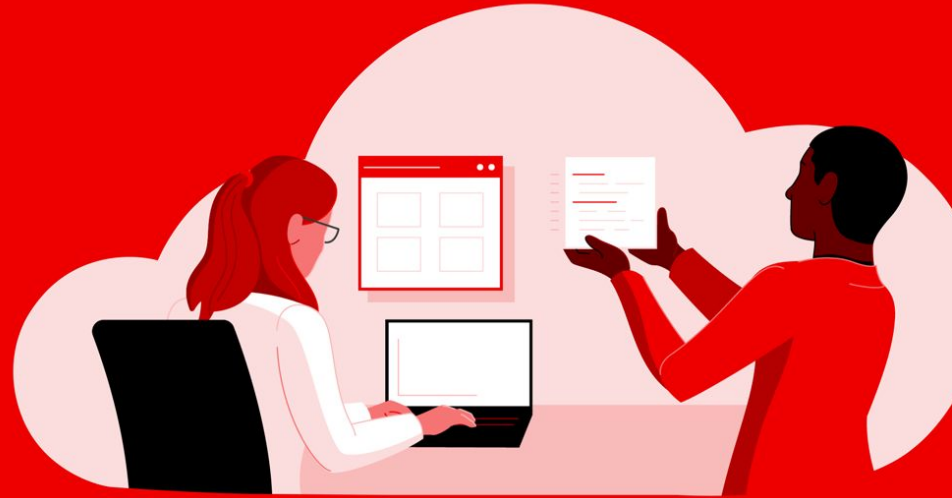


Use past clients' experiences (such as case studies) to tailor the message to your prospect.

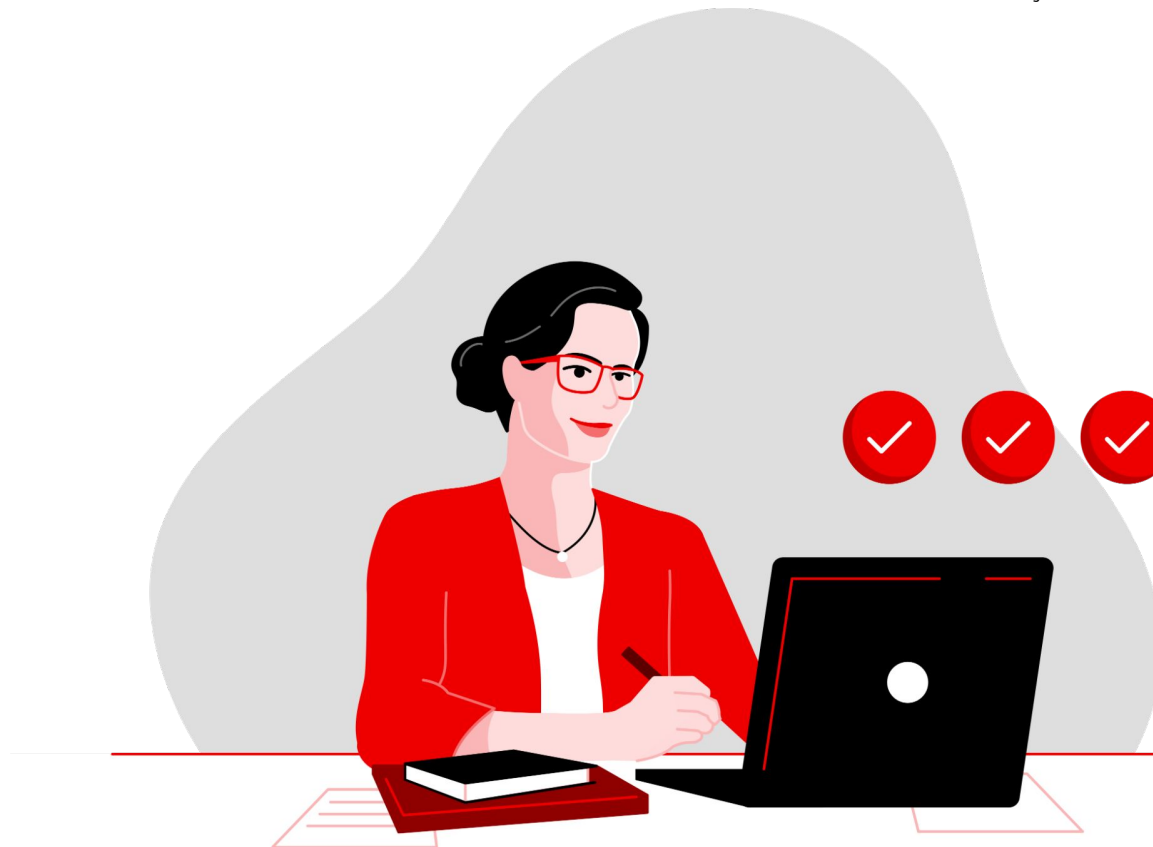
Preparation is key



How to present complex technical solutions

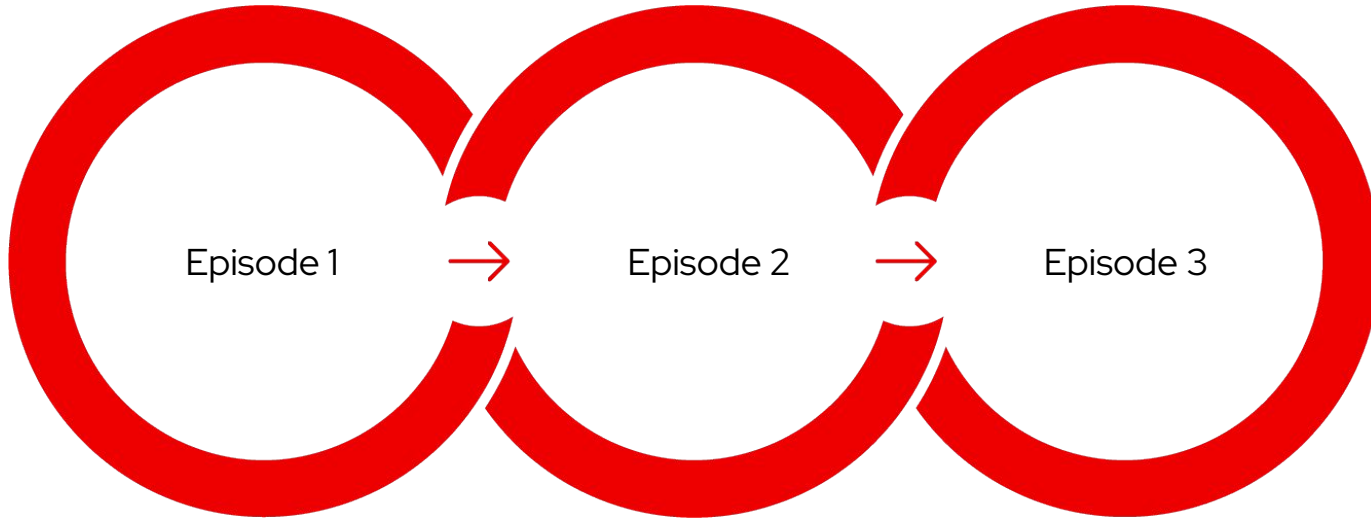


Some tips for an effective technical presentation



Split your presentation into “episodes” max 15 min. each

Related to the story and - more important - to your audience



In the
beginning,
less in more



Think about the message that attracts your audience most

- ▶ Start with the “magic” and elaborate on features, menu bars, configs later.
- ▶ Build “mini demos” or episodes featuring one topic at a time:
 - 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.



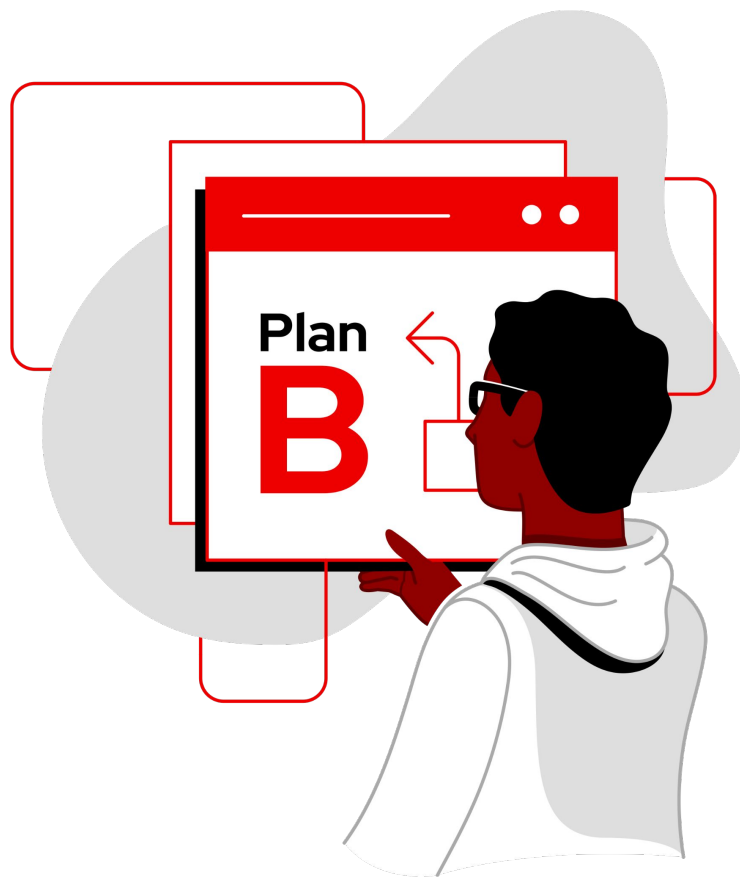
Practice your story out loud



Confirm infrastructure



Confirm infrastructure



Again:
Preparation
is key



Thank you

Red Hat is the world's leading provider of enterprise open source software solutions. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500.



linkedin.com/company/red-hat



youtube.com/user/RedHatVideos



facebook.com/redhatinc



twitter.com/RedHat