

Sales Technique - Storytelling

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Department: All 411BPO Departments - Cebu Office

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Available Materials:

- [Sales Technique I Building Rapport - 411Locals](#) (E. Storytelling)
- [411BPO Sales Techniques Bank](#)
- [Story Telling Topics](#) (from Roumen)
- [Closer's Sales Manual \(For Training\)](#)

A. Lesson 1: What is Storytelling?

1. Telling an engaging story of a successful customer encounter.
2. To show proof that : we can help them , that we have helped people like them , that they can do it , that people like them have done it before

B. Lesson 2: Why use Storytelling as a sales technique?

1. To build value.
2. To show how doubtful others were, yet they ended up trusting you, and now they are successful.

C. Lesson 3: How do you use this technique?

1. Pick one of the features of 411 Locals' offer and tell a story about that feature and focus on the benefit of the service.
2. Make use of it with passion and sincerity.

D. Lesson 4: Important Notes when sharing stories:

1. Use a small city (like Auburn) if the customer is in a small city and a big city (like Memphis) if the customer is in a big city.
2. Use a female name if you are talking to a female and male name if you are talking to a guy.
3. Include date or timeline (6 months ago, last 2017, etc.)



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E. Lesson 5: Great stories about 411 Locals.

Story 1: [Sales and Winback]

Jack, you know the tennis shoes Nike, right...(wait for yes). Well in the 90s Reebok was taking over their market. They had to do something to stay in the game and make money, just like any other business (pause).... The solution was very simple!

They created a simple advertising campaign**“Just do it”**, I’m sure you’ve heard and seen it all over the place, right? (wait for answer).

So, with that campaign, not only did they outshine Reebok, they captured a large portion of their customers. And their sales - their sales increased by 250%. That’s 3 times more sales from just 1 simple advertising campaign!

They didn't have better prices, a better product or a better team. All they had to do was put their name in front of customers to triple the sales. You can see the effect of that simple decision in every mall today.

So, all I’m saying to you is, “JUST DO IT” Jack! You know your prices are competitive and you know that you have a great service. “JUST LET PEOPLE” see you. Just like Nike did!

Story 2: [Winback]

(Customer), you remind me of one of my customers who owns a cleaning service from Auburn, AL / Memphis, TN that I worked with back in Feb. Her name is Susan Watkins. She too thought that SEO service was not for her, and wouldn't do anything for her business. She thought we only created websites. After talking to her for a few minutes we discovered what the disconnection was - she thought it was to get-rich-overnight kind of deal.

Now after I explained all of our services - how it works and how the money in her pocket will gradually increase over time, she decided to give me a chance. I said to her “The ball is rolling towards getting you on the 1st page of Google, don't stop it now”. Then she asked me “But once I’m there people will see me when they need a service, right?” I said, ‘Yes, exactly!’

She took a leap of faith with me that day and now she is so grateful, because 3 months later she landed a \$4000 job. (Customer’s name), I know what I’m doing, I’ve helped countless



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customers, just like Susan. All I ask from you today is that you give me 1% of your trust, just like Susan did and I promise you I will earn the other 99% and you will see the benefit of my service.

Story 3: [Sales and Winback]

(Customer), you remind me of one of my customers, Joe, who owns a lawn mowing service from Auburn, AL / Memphis, TN. Just like you, he too felt like he didn't need to be on Google/ he didn't have the time/ it was too expensive/ didn't get what he was promised... It took everything I had to convince him that his business was the best one for us to partner with in Auburn.

After hearing me out, he reconsidered and decided to give me a chance. My team of professionals and I put together a 6-month strategy plan on how to make him number one in Auburn.

His journey with us started with three customers, but then it snowballed! Almost a year later, he realized he had to hire more people to help him. He even bought a new truck to keep up with the volume of business.

All I'm saying is that I want to see the same thing to happen for you and your business! I'm sure what he's paying us every month is just peanuts compared to what he is making now! All I need is 1% of your trust today and I promise I will earn the other 99%.

Story 4: [Sales]

So, customer's name, let me tell you a story. I helped a customer 5 months ago named **Peter**. Peter is a hardworking businessman like yourself. He owns a small cleaning business up in San Francisco and he was struggling to find more customers. He was only making \$1200 a week and his maintenance cost was way too high, giving him very little room to breathe.

Fortunately, I explained the program to him. He was hesitant at first, however, I told him- **Peter**, you need to take baby steps in order for you to succeed and achieve your desired goal. Eventually I was able to get through to him and he started the program.

Two days ago, I received a call from him, thanking me. I told him I was just doing my job. He told me that he signed a 2 year contract with one of the largest software developers in the



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country and he is making tons of money off the program. For me this is a win-win situation, and I would love for you to benefit the same way.

Story 5: [Sales]

Customer's name, you remind me of **Dan** my customer in Denver, CO. He was at the end of his rope and unsure how to move forward with his business. He was also hesitant about the program just like you customer's name. I really wanted to help him. I told him that maximum online exposure is the key in getting those already interested customers looking for his services.

To make a long story short, he signed up with me. Eventually he started receiving multiple inquiries from customers and day by day, his network increased. He is now on his way to financial freedom, just by having the courage to take that next step.

Story 6 Revised: [Retention]

I had a customer that signed up with us about a year ago. His wife saw the bill and without understanding what we were hired for, she called to cancel the service.

As a result, new paying customers weren't calling any longer. This was hurting the business financially to the point they were considering closing their business. My customer called me to place his listing back on Google, however, there were no open positions available on the front page.

My customer knew the value of our services, and was understanding that he would have to start over in last place. He was grateful that we were able to help, and he is now not only on the first page again, he has also expanded into a new city with another listing!

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F. Lesson 6: Training Material: [Sales Technique: Storytelling](#)

G. Lesson 7: Sample Calls

1. [Storytelling Audio Scenario 1](#)

H. Lesson 8: Training Video: [Storytelling Silviya \(Version 1\)](#)
