

Storytelling for sales

Benefits of Storytelling in Sales Strategy

Grab the
attention of the
audience

Build trust

Motivate
prospects to
convert

Add depth to
your product

Makes product
memorable with
conscious visualization

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A story synchronizes the listener's brain with the teller's brain.

MIRRORING

Mirror neurons enable listeners to mirror experience

CORTICAL ACTIVITY

Two areas of the brain are activated when processing facts. Stories activate many additional areas such as the motor cortex, sensory cortex and frontal cortex.



DOPAMINE

The brain releases dopamine in response to an emotionally-charged event, resolution of conflict, or even recognition of a pattern, creating a pleasurable response and ease of memory and recall

CORTISOL

The brain releases cortisol when it experiences conflict which increases attention and memory

OXYTOCIN

The brain releases oxytocin in response to characters that increases empathy and connection as well as compassion and trust



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