

# 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



## @ the start: Make it personal

### Too impersonal

This reminds me of one of my earlier customers who had a similar need / problem...

### Connect the listener to your customer

This reminds me of Asha, **who like you,** was very particular about having the kitchen cleaned every week

## The middle: Describe the pain and the negative impact

Too little focus on the pain

The child had lots of allergies and they wanted something they can clean everyday.

Describe the pain in great detail

The child used to have runny eyes and nose and had a bad stomach too. The doctors, I believe, mentioned that his immunity was very low. Food had to be prepared in very hygienic conditions.

## @ the end: The solution and the positive impact

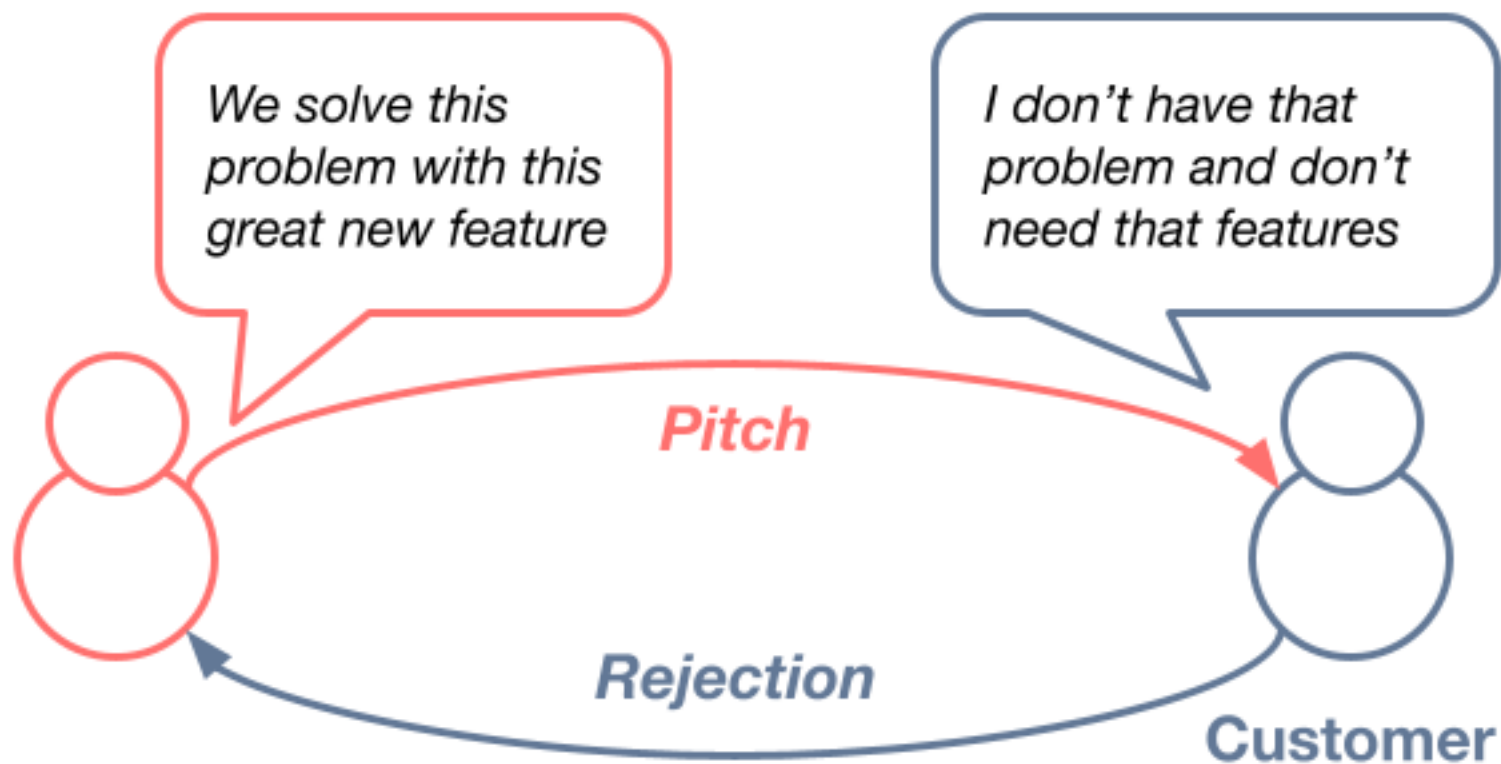
### Avoid pitching

After choosing a Bethliving kitchen, Asha was able to clean the drawer where she stored the utensils everyday.

### Make the customer the hero

After Asha installed a steel kitchen from us, she has been able to ensure that hygiene could be maintained while preparing food for her son and her son does not fall sick as often as earlier.

## Sales Centric



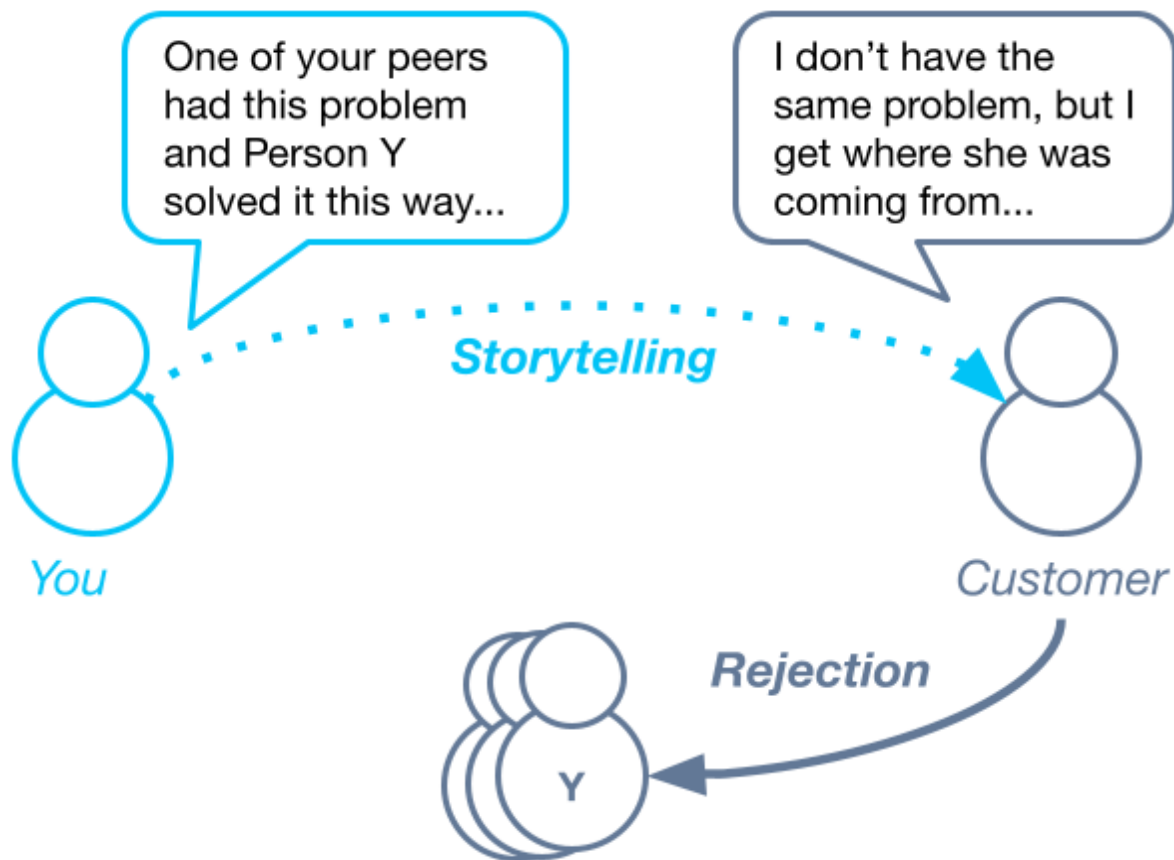


# Third Party References

Use case studies as a third party reference.  
This greatly helps your storytelling.

This way, the customer will get the message but not reject you  
as a sales person.

## Storytelling Bonus Impact



Constructing a story to sell your product or service

Stories are easy to construct:

- What is the core benefit?
- What is the product or service?
- Use your current experiences and materials
- Use your past success stories
- What were your best sales?
- Get some of the best sales within the company

Every company has its share of stories. Use them in sales.

## Step 1: Past Story Worksheet

What is your company history? Values, service, experience level

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What was your best success with a client? Solutions, best practices

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How did you overcome a challenging situation? Problem solving

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## Step 2: Cast the customer in the story

Ask the customer a series of open-ended questions to determine their needs and wants from the product or service.

Build your story of your product/service around them.

## Step 3: Ask open ended questions

Adapt the following questions to your product/service:

- What issues have you (the customer) faced?
- What can you (the customer) do better to improve the situation?
- What is the biggest challenge you (i.e. the customer) face?
- What do you want in <this> product/service so it helps you live better?

Look for clues about needs in the answers to these questions.

Just 3 open-ended questions would suffice to get the needs.

## Step 4: Connect specific needs to your product/service features

Focus on the **specific features** that match a customer's needs.

**Avoid** listing all your products' features.

**Weave a story** around these elements.



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## Step 4a: Map Needs to features

Needs

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Benefits

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## Step 5: Needs to the story

Compare a similar need that was met for another customer.

Construct a story that explains how the customer's needs will be met.

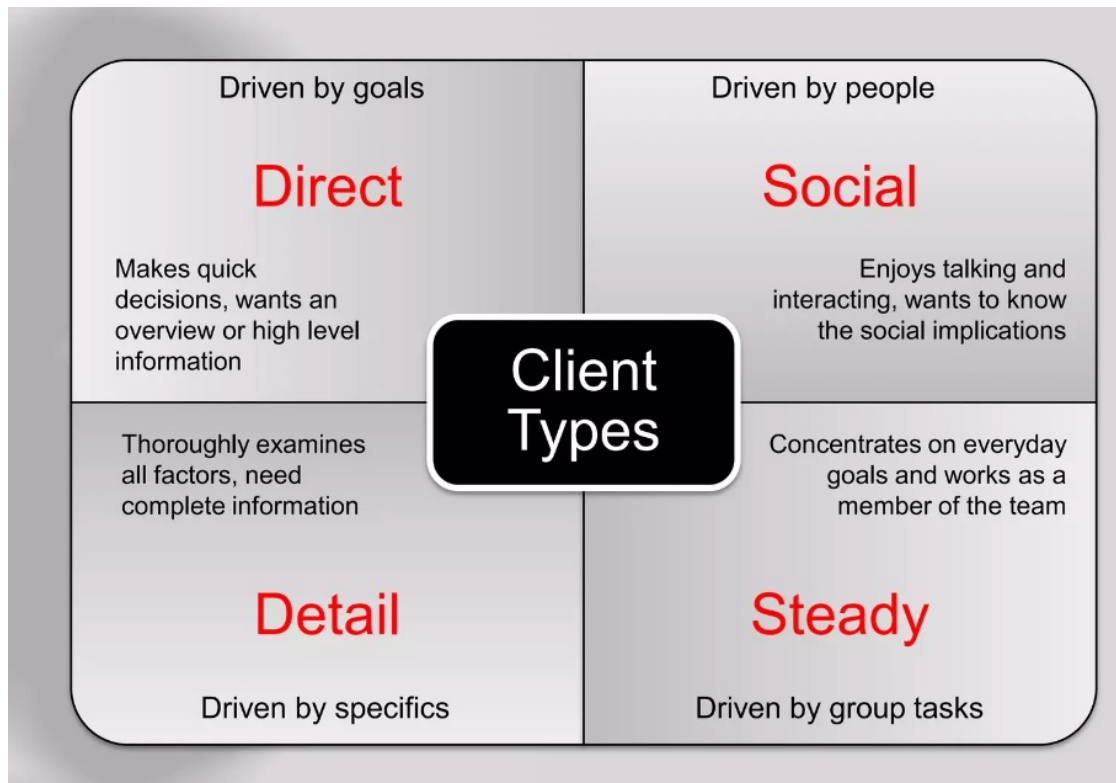
## Step 6: Identify the customer type and the story type

Use experiences  
from previous  
customers

OR Case studies or  
Factual data from  
present users

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Stories that mention  
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## Step 7: Construct the story

**Theme** Customer/Client Needs + Product Attributes

Example:  
Our variety  
of available  
options  
provides the  
flexibility  
you need to  
adapt your  
systems as  
necessary.

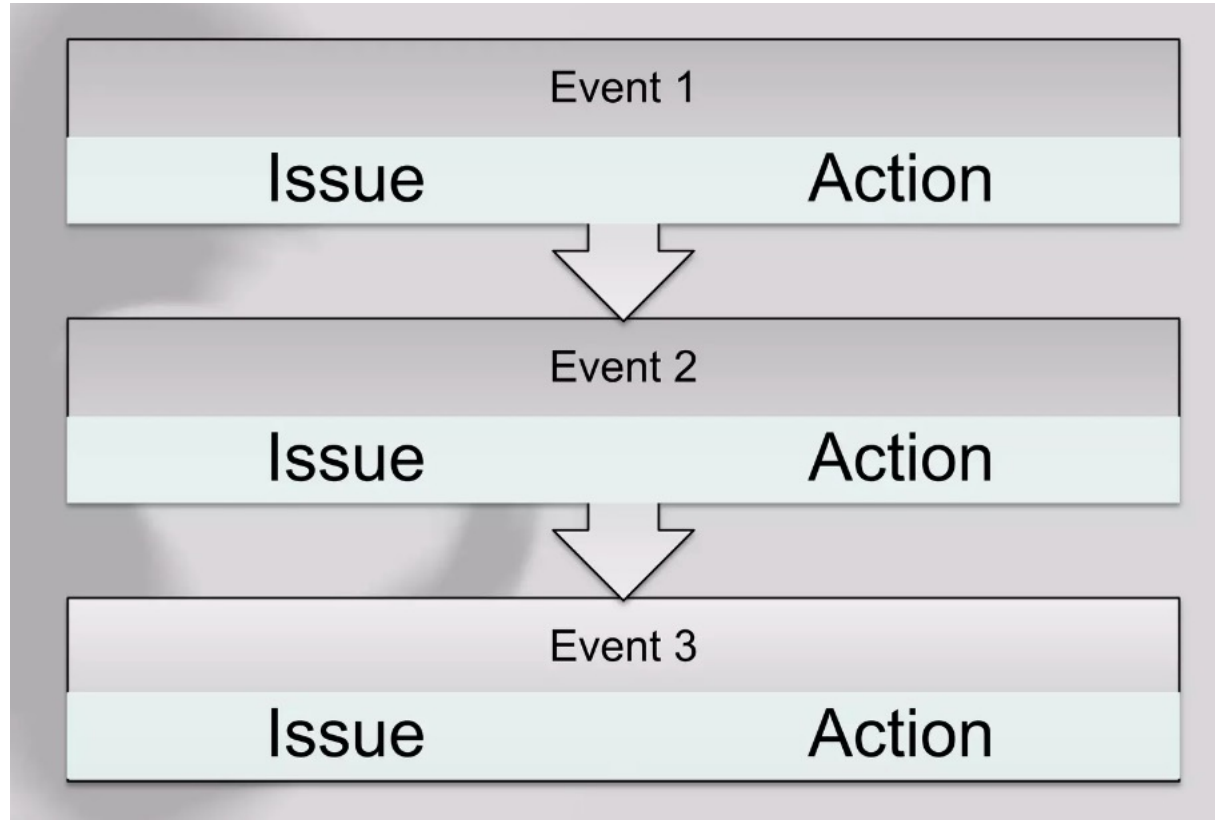
**Characters** Customer/Client or similar  
customer/client

Example:  
One of our  
other clients  
had almost  
the same  
situation.

**Plot** Series of events that  
demonstrates the solution

Example: We were able to change the  
components of his inventory system several  
times to meet his seasonal needs.

## Step 9: Story Timeline



## In summary

1. Analyse customer needs
2. Link specific products to their needs (theme)
3. Choose a story based on client type and product/service.
4. Decide whether to cast the customer in the story or not.
5. List the events in the solution

Thank you