

# **SELL WITH A STORY**

## **How to Capture Attention, Build Trust, and Close the Sale**

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**PAUL SMITH** is an expert on the art and effectiveness of organizational storytelling. He is a keynote speaker, coach and the author of three books including the bestseller *Lead With a Story*. He formerly worked as a consultant at Accenture and for 20 years as an executive with Procter & Gamble. He consults with Fortune 500 companies such as Hewlett Packard, Google, Ford Motor Company, Bayer Medical, Abbott, Novartis, Progressive Insurance and Procter & Gamble. He is a graduate of the Wharton School at the University of Pennsylvania.

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**MAIN IDEA**

Despite all the high tech that's available today, stories still sell. Pure and simple the best way to influence someone is to tell them just the right story. You should treat storytelling like any other professional skill that you progressively work at and refine.

Based on interviews with hundreds of sales professionals and managers, there are in fact 25 generic sales stories you should prepare beforehand so you have them ready to use at a moment's notice.



Build a personal database of your own versions of these 25 stories and then learn how to deliver them convincingly. Do that and you have positioned yourself to excel.

*"Storytelling gives you a way to stand out in the crowd with something interesting and original to say. It distinguishes you not only from your peers and competitors but also from your predecessors, because the stories you tell won't be the ones cooked up by the marketing department, your ad agency, or even the sales manager. They're your stories. Nobody else will have them unless you decide to share."*

– Paul Smith

*"Stories sell. And the people who can tell a good sales story sell more than people who can't. Many people assume that a talent for storytelling is the kind of thing you're either born with or you'll never have. And while it's true that some people are born with a natural ability to tell stories, it's not true that you can't learn it. Treat storytelling like any other professional skill. If you invest the time to learn how to do it well, and then practice it, you can master it."*

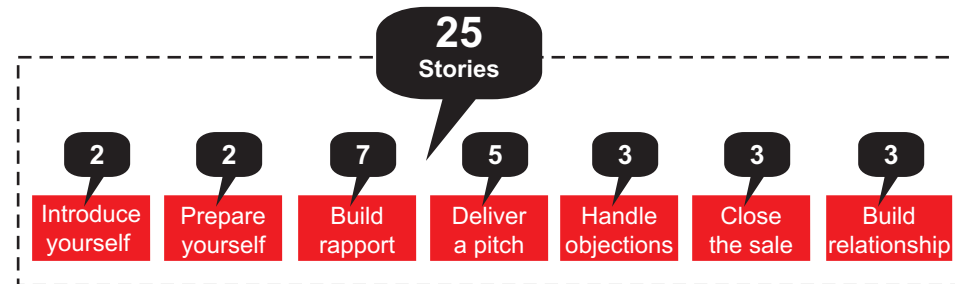
– Paul Smith

**1. What are sales stories – and why use them?** . . . . . Page 2

Sales stories are narratives which are used to make a sale or to provide after-sales service. They are stories you use to prepare for calls, to build the relationship, to close the sale and to make certain your customers are happy. Sales stories are a universal master tool you can use to connect with and influence people.

**2. The 25 sales stories you need** . . . . . Pages 3 - 5

To get yourself organized to excel at sales, there are 25 sales stories you should prepare beforehand and be ready to deliver at a moment's notice. These compelling sales stories fall into seven categories:



**3. How to craft and deliver great sales stories** . . . . . Pages 6 - 8

Once you have the 25 sales stories you need in your database, it's time to turn your attention to how to deliver those stories in a professional manner. This involves using a seven-stage story structure which looks something like this:

