

WHAT GREAT SALESPEOPLE DO

The Science of Selling Through Emotional Connection and the Power of Story

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MAIN IDEA

It used to be that in most companies, 20 percent of the sales force generated 80 percent of the business. Today, the top 13 percent are generating 87 percent of business. So the key question is: "What are these top salespeople doing that average producers are not?"

It turns out the difference is great salespeople create emotional connections with buyers by telling them stories filled with emotion and human drama. As prospective customers get caught up in these heartfelt stories which demonstrate vulnerabilities and change, they can't stop themselves from buying. It's that human-to-human emotional connection that makes all the difference and not just the quality of the solution offered or even the salesperson's technical capacity to solve the customer's problems.

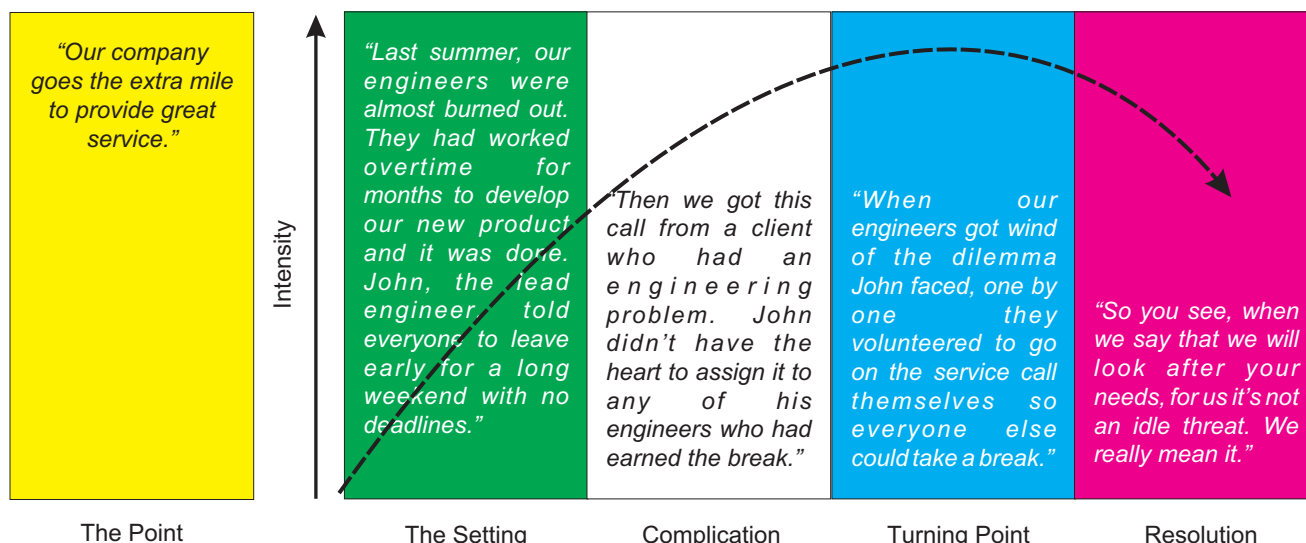
The message is simple: to make more sales, become a skilled storyteller. Use those stories to make genuine emotional connections with prospective customers and they will buy.

1. The Sales Paradigm – Old vs. New Pages 2 - 3

The traditional sales paradigm was outward focused – salespeople were expected to be smooth presenters and excellent problem solvers. Today, that approach has been largely superceded by more productive sales professionals who are vulnerable, authentic storytellers. It's a whole new way of looking at selling.

2. Stories – The ultimate way to break through barriers Pages 3 - 4

A new and better way to sell is to use the power of stories and their ability to appeal to the buyer's emotions while simultaneously breaking down barriers. Stories are the ideal vehicle for delivering sales messages. They've been used ever since language came along 95,000 years ago but somewhere along the way we got out of the habit of using them in sales.



3. Stories for selling Pages 5 - 6

Once you're convinced of the power of stories in a business setting, it's time to get organized. You need to develop a repertoire of stories you can use to move people through your sales funnel. Stories can definitely help you get others to believe what you believe and a little planning can go a long way in enhancing the effectiveness of your stories.

4. Create a story filled organization Page 7

As a salesperson, you can't be everywhere all the time telling your stories. In order for your organization to sell more stuff, everyone needs to become skilled at telling great stories. This needs to be happening with your CEO, product marketers, product trainers and sales managers to name just a few. Work with everyone and anyone who will influence buyers and get them all on the same wavelength.

5. Making it happen Page 8

The journey to transforming your own organization into a story-driven company won't be the work of a moment. Getting everyone working on this will feel uncomfortable at first, and you will have some early setbacks. That's okay. Expect to struggle and to have complications but don't be discouraged. Keep at it, because the results will be impressive if you learn how to use stories more productively. They work.

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