

Sales Storytelling

This course is a tool that will help you attract new customers, entertain existing ones, and improve your ability to communicate your information clearly while making it more memorable. Learn to go beyond conveying facts and figures, to build trust with your clients and set your brand apart.

AUDIENCE

Sales professionals

Sales Teams

VALUE

Teach participants how to create more engaging and persuasive sales narratives, leading to higher closing rates.

Equip participants with the knowledge and skills they need to build a stronger emotional connection with customers, driving brand loyalty.

Create valuable word-of-mouth marketing.

Learn how to use storytelling to build trust and reinforce relationships with prospects.

Teach participants how to add depth to the product or service they are selling by using storytelling.

OBJECTIVES

- Craft compelling narratives that attract and engage prospective clients.
- Use stories to entertain and retain existing customers.
- Effectively communicate information about new products or services.
- Build trust, relationships, and loyalty through the art of storytelling.
- Stand out in a crowded market by creating a unique brand identity.

CONTENT

The Psychology of Sales Storytelling

- The value of tales for sales
- The customers' brains on stories

Crafting Relatable Sales Narratives

- The elements of a compelling sales story
- Methods to create a compelling story
- Differentiating great from ghastly
- Tailoring narratives to different customer profiles and preferences
- Tips and tricks for putting storytelling in your sales strategy

Moving Stories Into Action

- Establishing emotional connections through storytelling
- Building trust and credibility through storytelling
- Storytelling as a tool for illustrating unique selling points
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METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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