



## **StorySELLing: Strategic Storytelling for Sales Professionals**

Storytelling isn't just for children! Strategic storytelling in sales, or "storyselling" is a proven way to build trust, boost-buy in and maximize memory to get your message remembered and repeated. A fact wrapped in story is 22 times more memorable. Facts tell, but stories sell!

### **Target Audiences:**

- Sales Professionals
- Sales Team Leaders
- Business Owners

### **Top Takeaways:**

- Why storytelling is so effective
- What kinds of stories can attract and retain clients
- How to dig up client attraction stories
- How to structure your stories for maximum effectiveness
- Plus practice telling some stories!

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