



Let me tell you a story about a salesperson named Chris. Chris used to make a hundred sales calls a day with the hope of making a single sale. With all of his past sales training and product expertise at his disposal, Chris found that selling was still just a numbers game.

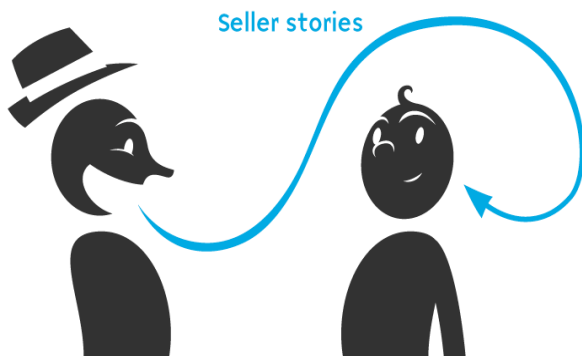
Each of his sales calls started with the same messaging; "At Acme Co., we're the world's leading..." Upon hearing this, his buyers would immediately raise their *Salesperson Barrier*, rejecting all of Chris' messaging. Even when Chris asked intelligent questions, his buyers would cross their arms, respond with product questions and plan their exit. "Yet another salesperson. I can't trust them!" The buyer's instinctive response, "No thanks, I'm just looking."



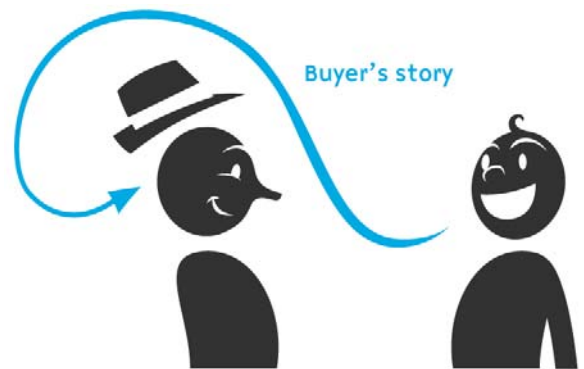
When a buyer did talk, Chris was a poor listener. He was *The Expert*, equipped with planned questions and anticipated answers. He never appreciated his buyer's skepticism and was not able to consciously lower their guard. Over time, Chris became aware of the recurring pattern from this disconnect. He became conscious of the fact that when a sale was made, a connection was formed. However, he wasn't clear why this was so rare. Chris needed to find a way to more purposefully build a connection with prospects.



Fast Forward: Chris is now a StoryLeader. He is again calling on a new buyer and as expected, the buyer raises the *Barrier*. This time Chris is prepared. "I've spoken with other VPs of Technology and found they share a common difficulty. If you have a moment I would love to share a quick story that contains a golden nugget that you might use in your operation." Chris continues by sharing one of his stories that addresses a set of challenges and lessons learned. Concluding his story, Chris says, "Can you share with me your story?"



Now the buyer is eager to tell their story. And this time, Chris actually listens with the intent to truly understand the buyer's situation. The buyer is engaged by telling their own story, sharing where they've been, their challenges and their vision of the future. Without any sales pitch, Chris and the buyer are emotionally connecting through the story and there is now an unobstructed pathway for the exchange of information and new ideas.



Chris discovered that he can maximize nearly all 100 sales calls when using story to Connect with, Inspire, and Influence people - on purpose!

Through our StoryLeaders™ workshops, attendees will discover how to connect with, inspire and influence the people they wish to do business with!

StoryLeaders is a research-based framework that is designed to enable salespeople to sell with greater confidence, effectiveness and purpose, by breaking down the human barriers that buyers instinctually raise. The framework harnesses the power of two of the most intrinsic, yet underdeveloped communication forms: storytelling and active listening.

Facilitated by certified Story Leaders Instructors, workshops are interactive, practical, experiential, and feedback-oriented. The workshop is broken into lecture, practice, coaching, and real life case study exercises. At the end of a workshop, attendees will:

- ❖ Understand the Barriers that buyers put up, and why.
- ❖ Know the pathway around those Barriers.
- ❖ Understand the psychology of how buyers make decisions over time.
- ❖ Learn how to consciously activate the part of the buyer’s mind where hope, trust, imagination and new ideas are formed, while relaxing the skeptical side of the mind.
- ❖ Know how to share information through four basic types of stories: Who Am I, Who I Represent, Who I Have Helped, and My Buyer’s Story.
- ❖ Through practice, gain the skills necessary to be able to share their stories authentically and passionately.
- ❖ Learn how to encourage a buyer to share their story and be open to new ideas using an Active Listening formula.
- ❖ Learn how to prospect for new opportunities, creating interest and curiosity

The workshop is structured in four phases over a two and a half day period. In phase 1, attendees will learn the science behind using story and how to apply this science to deliver an effective company story. Phase 2 will immerse attendees in empathic listening activities, enabling them to lower the buyer’s guard and uncover the buyer’s story. During phase 3, attendees will learn the delivery of a great “Who I have helped” story. In the fourth and final phase, attendees will apply their storytelling and listening skills to real world selling situations.

After becoming StoryLeaders, attendees will continue to refine their story telling skills through ongoing application and sharing of best practices, successes, and lessons learned.

Click on the hyperlink to hear Chris’s story

[Chris’s Story](#)



StoryLeaders Workshops by
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