

Captivate Your Buyers and Drive Revenue with Story-Based Sales

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Pre-requisites

No prior experience needed

Video duration

41m

Estimated study time

41m 35s

Instructor

Rajiv Nathan

Introduction

1 Captivating your consumers

Selling With Stories

2 The brain-story connection

Selling with stories isn't some clever marketing ploy, it's the most human way to connect.

3 Winning with stories

You may never have realized it, but stories are happening all around you. After this lesson, you'll be able to identify how stories can shape your sales efforts.

4 When and where

Stories help influence all parts of the sales cycle.

5 Misconceptions, myths, and mistakes

Using stories in sales can feel like a massive undertaking. After this lesson, you'll be able to avoid the most common traps sellers fall into.

Knowing Your Buyer

6 The entertainer approach

Story-based sales starts with having the right mindset.

7 Defining your position

For your stories to be unique you have to know your position in the market.

Crafting Your Pitch

8

The perfect formula

Perhaps the hardest question in all of sales is, "What does your company do?" After this lesson, you'll be able to utilize a step-by-step formula for a compelling and concise answer.

Storytelling in Prospecting

9

Cold outreach

Successful outbound prospecting is all about cutting through the noise.

10

Building your credibility

One of the most important parts of prospecting is sounding credible, but many sellers go about this the wrong way.

Storytelling in Presentations

11

Presentation Do's and Don'ts

Storytelling through presentations is one of the most effective ways to win deals -- if you do them well.

12

Structuring your presentation

Great sellers use presentations to stand out.

13

Telling customer stories

Buyers always want to know who else you've worked with, but how do you respond without giving a long-winded answer?

14

Delivering your presentation

Presentations are effective when you know what to say along with your slides.

Using Stories to Close

15

Delivering proposals

If you want to close the deal you better have a strong proposal.

Conclusion

16

Tell your story

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