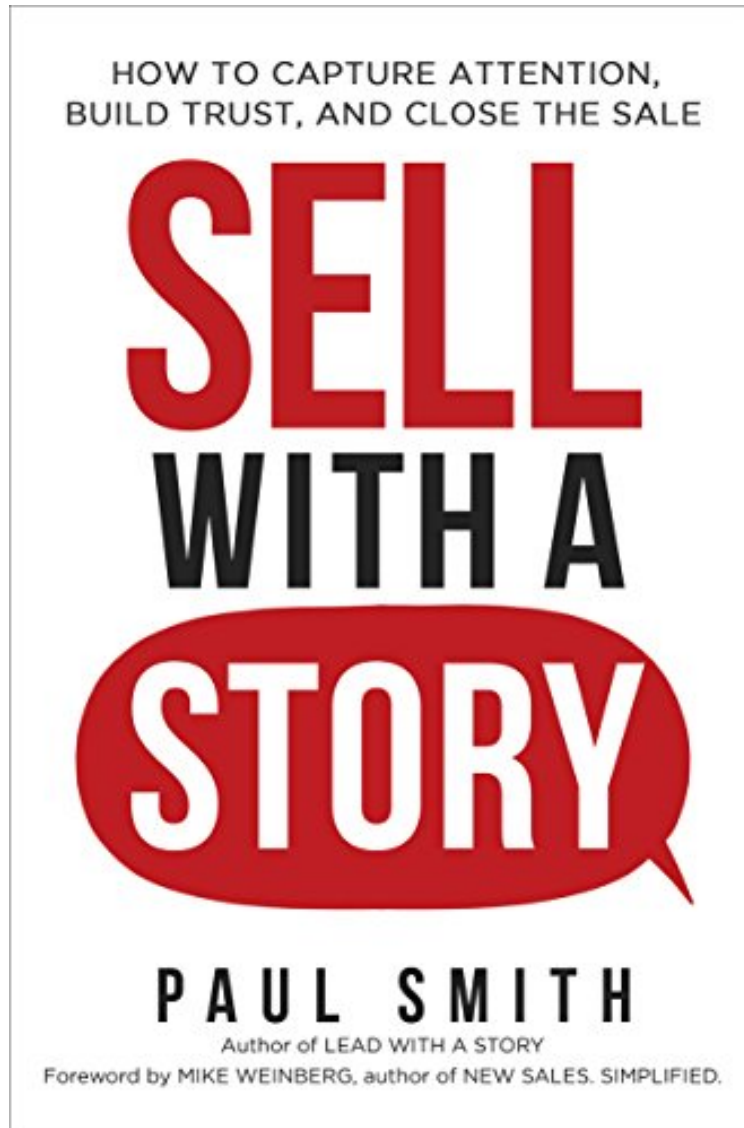


(Mobile pdf) Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale

Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale

Paul Smith

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Paul Smith : Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale before purchasing it in order to gage whether or not it would be worth my time, and all praised Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale:

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20 people found the following review helpful. Most helpful in expected and unexpected ways, this book is a must read for ALL business people. By JFC I've long enjoyed the impact of a story to drive a position, but have never had a model to fully develop a quality story. This genuinely reads like someone that has put in the 10,000 hours plus of bringing the concept into the field, and subsequently perfected the model. The overall model itself makes story development seamless. And this was something that I and my business needed urgently. This book has helped me both personally and professionally. But I want to speak to the area of greatest impact. As a small business owner, this book is a game changer for two critical problems we've faced. First, we are a company with 40+ years of history. We've seen a lot of growth and change in our own industry and the industries we serve. And we struggle with telling the stories of our experiences. We have no repository of any, and when something in alignment comes up in a sales meeting, we have missed opportunities. At my company, we have a great story to tell overall about who we are, what we do, and why. I've spent the past year struggling with getting something on paper. I didn't have to read far to get there (page 30), and in ten minutes, we have an elevator story to tell anyone, from the POTUS to my 9-year old niece what we do. Running through our experiences over the years, we have a list of somewhere around 10 different scenarios we face when meeting with a prospect. And we have more than 10 great stories we can have ready at the helm. Then the surprising, expected, and welcome outcome is solving problem #2. Our second problem is with employee engagement. Among the many wins from this book, this was the unexpected. My partners and I came to realize a year or so ago that one of our challenges of engagement is our need to articulate the magnitude that our employees have on solving problems for our clients. But it is not as simple as saying, "Hey Will, you solved a fifty-thousand-dollar problem today for Widget Co!" For the client, the impact is apparent, but employees in all companies often do not understand the impact of their efforts. But armed with a story, and all the tools imparted by Smith, we now have a powerful way to express our gratitude to our employees. This book gets right to action. I enjoy that Smith executes the argument for the concept itself flawlessly, and then moves on. I find it frustrating when an author spends the bulk of their content reminding us of the validity of their original claim(s). The examples offered and the execution about each component drive buy-in without you having to revisit the original claim. This is a book should be on the shelf of every business person that has something worth saying and something worth buying.

Despite all the high-tech tools available to salespeople, the most personal method still works best. Storytelling packs the emotional punch to turn routine presentations into productive relationships. It explains products or services in ways that resonate; it connects people and creates momentum. Stories speak to the part of the brain where decisions are made. Paul Smith, author of the acclaimed *Lead with a Story*, shifts his best-selling formula to the sales arena. In *Sell with a Story*, he identifies the ingredients of the most effective sales stories and reveals how to: Select the right story, Craft a compelling and memorable narrative, Incorporate challenge, conflict, and resolution, Use stories to introduce yourself, build rapport, address objections, add value, bring data to life, create a sense of urgency, and more. Complete with model stories, skill-building exercises, and enlightening examples from Microsoft, Costco, Xerox, Abercrombie Fitch, Hewlett Packard, and other top companies, this powerful and practical guide gives you the tools you need to turn your experiences into stories that sell.

"I appreciated the many examples and how he lead me through the methods of identifying what's a story and what's not. It was clear, and it clicked for me." --Small Business Branding "....one of those books that you could just keep reading and reading...very engaging, inspirational and considerate...it will get you thinking about how you communicate." --Autamme "...think of a sales pitch as foul-tasting medicine, and a sales story as a spoonful of sugar to help the medicine go down in a most delightful way." --Artillery Marketing "[Smith's]earlier books have catapulted him to acclaim, and *Sell with a Story* is destined to be equally well received, and not just by those who are in sales." --The Chronicle Herald "...critical for entrepreneurs selling their startup to investors, strategic partners, and customers." --Martin Zwilling, Huffington Post "It's destined to become a bestseller." --Blog Critics "[Paul Smith is the] author of three books on harnessing the power of storytelling for some of the most important work we do as humans: *Lead with a Story*, *Sell with a Story* and *Parenting with a Story*." --Business Management Daily "...shares practical strategies to draw people in and actively engage them using stories rather than relying on the traditional, logical and dry sales pitch." --Leadership Tools "Entertaining, easy to read, and above all incredibly useful, this book is helpful for both salesmen and small-business owners alike." --Portland Book "I'm a big fan of Paul's earlier best-sellers...and, the newest installment in the series is equally good, informative, practical and actionable." --Eric Jacobson *On Management and Leadership* "The book is packed with insightful things about the way humans build trust and the role of stories in that process...very convincing argument for why you need to tell better stories in your sales presentations." --In the Arena, Anthony Iannarino "...a no-nonsense...must-read, especially for people working in small businesses." --Retailing Insight "...shows how poignant it can be when yours...re being relatable and human even while convincing someone to buy...great read for anyone in business." --AdPulp "Takes the art of using the story to sell something to the next level...great book for anyone in sales or looking to

enter the field." --Tulsa Book "a tool for your success toolbox that few people have and harness. Yet, it's irrefutable that we all need it...and it's a tool we can all get and start using now." --The Ziglar Show "Paul Smith is THE ultimate storytelling coach." --Sales Pipeline Radio "Buying decisions aren't all about the numbers. Emotions also play an important role...How do you sell to emotions? Through stories." --Jim Pawlak, Biz Books columnist "Any successful salesperson realizes the power of stories and this is the book you need to improve yours." --Knights on the Road "Perfectly describes why storytelling is important for building rapport, and even though he directs his advice to salespeople, it makes sense for scientists as well." --Science Magazine "This powerful and practical guide gives you the tools you need to turn your experiences into stories that sell." --Ten Fold "a rich compilation of story techniques that can improve any persuasion process. Though it's aimed at salespeople, anyone who has to influence others will benefit from the ideas." --Forbes "If you are in sales, this book is a must read, go and get it now...a powerful and well-written book" --Quellars "shows you how to pick the right story and craft a compelling and memorable narrative that will make your sales (and marketing) more effective" --appendices are worth the price of the book alone." --Artillery Marketing "Storytelling expert, Paul Smith shares practical strategies to draw people in and actively engage them using stories" --helps salespeople discover a new tool for dramatically better results." --Leadership Tools "The book deep-dives on the elements of awesome storytelling." --Spot on Insurance "Best way to sell anything" is with a story. If you are in urgent need of expert advice on how to gain that unique competitive advantage, look no further." --San Francisco of Books "From the Inside Flap "I love it! Stories . . . allow for a real connection with the customer. And Sell with a Story is THE book to teach you how to do that." --Gary Cofer, Chief Commercial Officer, GfK North America "Paul Smith has done it once again! Sell with a Story is a practical and useful resource for anybody selling anything!" --Mike Parrott, Vice President/GMM, Costco Wholesale "Paul Smith's book Sell with a Story is simply the most comprehensive book ever written on the science and the art of using authentic stories in the sales process." --Anthony Mullen, CEO, the Advanced Sales Summit "This book will change the way you sell by being able to use stories to close bigger deals. With 24 styles discussed in the book you'll find more than a few that will make you money!" --Mark Hunter, author of High-Profit Selling and High-Profit Prospecting "A must read for anyone who wants to captivate attention and win business." --Lisa McLeod, sales consultant and author of Selling with a Noble Purpose "Incredibly insightful and practical beyond words . . . a must read for anyone who wants to be more persuasive." --Dr. Jeffrey Docking, President, Adrian College "This book is a game changer! . . . a must read, and essential to taking your sales skills to the next level." --Michael Miller, President and CEO of Primo Solutions, LLC and author of Selling at Combat Speed and Stop Selling and Start Caring "Paul's book, Sell with a Story, unlocks the secrets of a great story, and here he gives us a great gift. Get this book and tell your story!" --Craig Wortmann, CEO of Sales Engine Inc., Clinical Professor of Entrepreneurship at University of Chicago Booth School of Business, and author of "Your Story?" "Sell with a Story is a MUST READ. It's THE book to show you how to craft memorable, compelling, and honest sales stories that will get more sales closed." --Colleen Francis, author of Honesty Sells and Nonstop Sales Boom "As a salesperson, you will finally get what storytelling is, and how to use it to create transfer of ownership and shorten the sale." --Skip Miller, author of ProActive Selling "Anyone who thinks that storytelling can't be learned hasn't read this book." --Logan Strain, Digital Content Specialist, NextGen Leads "Sell with a Story is both wise and practical and, as you would expect, full of great stories. Paul Smith gives us what is sure to be another best seller." --Shawn Callahan, author of Putting Stories to Work "When it's time to meet clients, you can roll out the sales deck and go through features and benefits, cost-savings, and time-shavers. But what if no matter how solid and logical your sales pitch is, little actually sticks? Sales stories, on the other hand, draw people in and actively engage them. You might talk about a time when your company met a nerve-wracking challenge. You might tell the offbeat story of how your product was developed. Stories like these activate emotions and trigger the part of the brain where decisions are made. Storytelling expert Paul Smith helps salespeople add this potent tool to their toolkit, and get dramatically better results. Based on interviews with sales and procurement professionals at more than 50 top companies including Microsoft, Costco, Xerox, Abercrombie Fitch, and Hewlett Packard, Sell with a Story explains how stories work, when to use a story to move the sales process along, which ones to always have handy, and how to turn real-life experiences into stories that resonate. Whether you want to build a relationship with the buyer, negotiate price, or close the deal, you'll learn how to: • Craft unique stories that convey your values, your commitment, your product's ability to solve problems, and more • Distinguish between a great story and a less compelling one • Pick the story your audience wants to hear by choosing the most relatable hero, most relevant obstacle, and most meaningful struggle • Use the right story structure template to ensure key elements are included • Close stories with succinct lessons and recommended actions • Add emotion, surprise, dialogue, detail, data, and other elements to make your stories fresh and effective • Ask open-ended questions that encourage customers to share their own stories • And much more Complete with model stories, skill-building exercises, and enlightening

examples, this powerful and practical guide gives you the tools to create memorable stories that sell. Paul Smith is a popular speaker and expert trainer on business storytelling techniques. A former Procter Gamble executive, his clients include Hewlett Packard, Bayer Medical, Progressive Insurance, Walmart, and other distinguished companies. As the author of *Lead with a Story* and *Parenting with a Story*, his work has been featured in *The Wall Street Journal*, *Inc.*, *Time*, *Forbes*, *The Washington Post*, *Success*, and *Investor's Business Daily*. Connect with Paul at: www.leadwithastory.com. Twitter: @LeadWithAStory Facebook: LeadWithAStory

From the Back Cover Despite all the high-tech tools available to salespeople, the most personal method still works best. Storytelling packs an emotional punch that turns routine presentations into productive relationships. It brings products and services to life in ways that customers remember; it connects people and creates momentum. Paul Smith, author of the acclaimed *Lead with a Story*, shifts his best-selling formula from leadership to the sales arena. In *Sell with a Story*, he identifies the ingredients of the most effective sales stories and reveals how to:

- Develop compelling and memorable narratives
- Incorporate challenge, conflict, and resolution into your stories
- Select the right story for every occasion: to introduce yourself, build rapport, address objections, add value, enliven data, create a sense of urgency, and more