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Storytelling Secrets for Sales Success

Pres Vasilev

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Meet Your Coach

Pres Vasilev is the 2013 World Champion of Public Speaking and author of the popular training program *"How to Master Compelling Storytelling."*

When he was a small boy in Bulgaria, Pres read a book that sparked his dream to come to America.

In 2002, his dream came true. Pres came alone, but he brought big goals, bold dreams, and a sexy accent.



Yes, he struggled with English, but sharing his story helped him win friends fast and quickly cope with the culture shock.

Three years later, Pres took the job that changed his life – selling children’s books door to door. When people asked him, “Where’re you from?” Pres told them his story.

Swayed by the power of books to spark dreams, many became his customers, turning him into a top producer.

For more than a decade, he has studied, researched, written, and spoken on self-improvement, speechwriting, speaking, storytelling, and selling.

After many speech contests, Pres rose above 30,000 competitive speakers from 122 countries to become the 2013 World Champion of Public Speaking.

Since then, he has helped hundreds of people from around the world deliver compelling presentations and win speech contests.

Join Pres Vasilev's *award-winning speech coaching program*, and you'll easily become a better speaker – *quicker!*

To learn more about Pres’s keynotes, training, and coaching, visit **PresSays.com**.

Connect with Pres!





Secret #1: Find Stories

Top sellers are strategic storytellers. They share relevant stories to connect well with their prospects. You can do that, too. No matter whether you sell ideas, products or services, stories are your best sales tools.

Where do you find stories? I help my clients explore two sources:

- **Personal Stories.** Your life is a precious source of stories. Both at home and at work, you have victories, you suffer defeats, you learn lessons. These are your most powerful stories. Some of them are relevant to your sales efforts and when you use them strategically, you can build a strong connection with your audience.
- **Borrowed Stories.** You're also surrounded by stories. A casual conversation with a coworker, an insightful sales call, a compelling movie scene.... Always keep a watchful eye for stories you can use to reinforce your sales efforts. You never know where a relevant story will come from.

When you find and share relevant stories, your audience will get to know you, like you, and trust you. And don't we all like doing business with people we know, like and trust?

Takeaway: Find relevant stories you can use to connect with your audience.

Story Tactic: Find three stories you can use to quickly connect with your prospects:

1. _____

2. _____

3. _____



Secret #2: Build Stories

Compelling stories have good structure. When I help my clients build their stories, we identify the five elements of a compelling story:

- **Setting.** Share stories that “transport” your audience to a specific time and place. Use vivid details to make the setting credible and memorable.
- **The Hero.** Share stories about specific people with specific goals. Always name the main person in your story, the hero, so your audience can relate to that person.
- **Obstacle.** Share stories with obstacles your audience can relate to. The greater the obstacle, the more engaging your story.
- **Resolution.** Avoid letting your audience wonder what happened at the end of your story. Show them how the hero overcame the obstacle with a specific solution.
- **Your Point.** Avoid wasting time telling stories that don’t make a point or don’t serve a business purpose. Be a strategic storyteller.

Use these five elements strategically, and your stories will connect with your prospects better and convert them into your customers faster.

Takeaway: Use the five story elements to build compelling stories.

Story Tactic: Look at your stories and answer the five questions below:

1. When and where does the story begin? _____
2. Who is the hero? _____
3. What obstacle does the hero face? _____
4. What’s the resolution? _____
5. What’s your point? _____



Secret #4: Share Stories

When you share a story, you communicate simultaneously on five channels:

- **Verbal.** Share stories with short, simple words. Paint vivid pictures with concrete nouns. Show action with dynamic verbs.
- **Vocal.** Never drone in a monotone. Speed up during the exciting parts and slow down during the sad ones. Become a master of the pause.
- **Visual.** Share stories with your posture, gestures, and facial expressions. Depending on your prospect's culture, keep or avoid direct eye contact.
- **Emotional.** Bring your stories to life with your emotions. Feel the feelings and that will show in your verbal, vocal, and visual expression. Don't be melodramatic.
- **Interactive.** Adjust your storytelling according to the reactions of your audience. Know when to stretch certain parts and when to switch to the shorter version of your story.

If you sell on the phone, imagine your prospect is in front of you, and your storytelling will be more compelling. Remember, prospects can hear a smile on the phone.

Takeaway: Master the five communication channels.

Story Tactic: Video record yourself sharing a story at home or delivering a sales presentation at work. Seek feedback and let your viewers fill the evaluation form below:

Communication Channel	Strengths	Suggestions
Words		
Voice		
Body Language		
Emotions		
Interaction		



Secret #6: Nurture Stories

When your prospects share their stories with you, show them you truly care about them and encourage them to keep sharing. That's how you nurture their stories.

Use the five communication channels to build trust with your prospects:

- **Verbal.** Avoid thinking what you are going to say next. Instead, listen carefully to your prospects to make them feel understood.
- **Vocal.** Listen to your prospects' tone of voice to make them feel heard.
- **Visual.** Observe your prospects' body language to make them feel seen.
- **Emotional.** Empathize with your prospects to make them feel felt.
- **Interactive.** Encourage your prospects to share their whole story both verbally, with simple, caring "tell me mores" and non-verbally, with nods, facial expressions, and forward-leaning posture.

When your prospects feel understood, heard, seen, felt, and encouraged, you will build tremendous trust, and you will convert them into your customers faster.

Takeaway: Nurture your prospects' stories to build trust.

Story Tactic: Nurture the stories of five prospects. Evaluate the results in the form below:

Prospect Name	What Worked Well	What I Can Do Differently



Secret #7: Store Stories

The stories you collect can be game changers in your sales calls. I help my clients build their story banks quickly by using three tools:

- **Story Spine.** When you outline your story's elements, you create a *story spine*. Give each story a unique title and group your stories according to topics. Then store them in a document on your phone, computer or online.
- **Story Recording.** Record your stories and store them on your phone, computer or online. On your way to your sales meeting or sales presentation, listen to your stories. Visualize the scenes and feel the feelings. That's your storytelling warm up.
- **Story Journal.** At the end of each day, I record successes, failures, and lessons. What if you can capture daily the stories in your sales field? How can that help you become an expert in your industry?

Top sellers continually grow and organize their story banks. They can quickly find the right story for the right moment. Do this and it will give you confidence and flexibility. You will walk into each sales call or sales presentation armed with a powerful arsenal of insightful stories. And the more relevant stories you have, the better you will connect with your audience and your prospects and the faster you will convert them to customers.

Takeaway: Continually grow and organize your story bank.

Story Tactic: Fill a story spine template for each of your stories and store them on your phone, computer or online. Keep your story files well-organized for quick retrieval.

Point	
Title	
Setting	
The Hero	
Obstacle	
Resolution	



Congratulations!



I'd like to shake your hand for completing this workbook.

The more you sharpen your storytelling skills, the better you will connect, the more influence you will have, and the more sales you will close.

Do me a favor and share this link with your friends:

www.PresSays.com/7

With best wishes for your success,

Pres Vasilev

Pres Vasilev
2013 World Champion of Public Speaking

P.S. I'd like to hear from you and learn about your progress. If you feel ready, apply for one-on-one coaching so you can accelerate your growth.



Get Coached by Pres and WIN!

APPLY NOW

To learn more about Pres's keynotes, training, and coaching, visit **PresSays.com**.

Connect with Pres!

