

Storytelling is a highly effective way to humanize the sales process.

Today's customers have higher expectations than ever before. They are not wowed by loads of information and data delivered in a static and unimaginative presentation. Instead, they are looking for something memorable—something they can connect with. For this reason, top sales professionals incorporate immersive storytelling to create highly engaging customer interactions.



Benefits of Strategic Storytelling Skills

- **Develop competency and confidence** as a storyteller to engage, influence, inspire, and sell to today's customers.
- **Differentiate yourself and your message** with customers through mastering the art of great storytelling.
- **Gain heightened awareness** of word choice, personal presence, and storytelling nuances in today's competitive environment.
- **Attain skilled storyteller status** by crafting and delivering strategic, succinct, and sensory stories.
- **Develop rapport** more quickly, capture attention, and win more business using purpose-driven storytelling.
- **Reduce objections and customer indecisiveness** by letting the story "do the work."



Quick Facts

Perfect for

- Sales Professionals
- Sales Managers
- Sales Executives
- Sales Support Staff

Workshop Length

- 1-day or multi-day format

Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital

Delivery Options

- Instruction-led classroom
- Instruction-led virtual
- Train-the-trainer certification

Program Objectives of Strategic Storytelling Skills

- **Determine unique advantages** of using Strategic Storytelling within the sales role.
- **Identify key elements needed for preparing purpose-driven stories** that have the power to connect with customers on both a rational and emotional level.
- **Deliver narrative** that comes to life in a way that connects with the customer and creates a memorable experience.
- Demonstrate “presence mindfulness” and delivery techniques that **turn a story into something extraordinary.**
- Follow a research-based methodology **for crafting and delivering a compelling story** that includes Prepare, Craft, and Deliver.
- Use a four-step storytelling template to **craft strategic, succinct, and sensory stories.**
- Identify nuances involved in **crafting and delivering stories** to different customer communication styles.
- Practice storytelling with peers and adjust delivery in “real-time.”

Maximize your sales training investment

Leverage the full scope of Janek’s solutions to drive immediate and long-term results.

Customization

Let us adapt this program for your team’s specific needs, industry, sales environment, and culture.

Measurement

Validate training effectiveness in terms of performance improvement, business results, and ROI.

Reinforcement

Take advantage of our turn-key and hands-on training reinforcement solutions.

Technology

Use an innovative technology solution to reinforce training in a convenient and fun format.

“The internal feedback from our team has been amazing. The sentiment is that everybody wants more and continue the conversation.”

Audree Flanders
Sr. Business Consultant,
Sales Enablement



About Janek

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It’s time to rethink how.

Ready to get started?

To schedule training for your organization visit www.janek.com or call **800.979.0079**

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