Story SELLING!

Becoming a master storyteller is one of the most important skills you can acquire along your speaking journey.
You will get tons of examples throughout the program but for today we are beginning the process of creating your Signature Story (expert positioning story).
We have already gone over WHY this is so important…but here are some…

Beliefs about your story that will serve you before we get into the tactics.

People want to believe you, they want to know you, they want to trust you.
People want to buy from you. They are secretly hoping you are the one to help them.
By speaking you are already doing the thing most of them fear so you have their respect and admiration.
You are a leader.
They want You to sell them on what they need to do. You just need to help them justify the purchase.
Trust in you will help them justify moving forward with you.
Your story is crucial in creating this connection.
They don't know your story, so you can't "mess it up".

SITUATION

Set theme…
Have you ever..(had someone tell you that you don't have what it takes?)(wanted something so bad but didn't think you deserved it?)
Had a dream?
Wondered what makes a person successful, truly?
Set time and place
Its - date, time (late June 2005)
Set the scene - develop the place

I see over to my left ….
Characters (make us see the characters- describe them)

FRICTION

Conflict or adversary
The Conflict evolves to a loss
Bounce the feeling out to them with a question
Fast forward to delay denial distraction (where you are going against your own **DESIRE)**
Then set a new scene for a catalyst moment - One where you re-**EVALUATE** your life/career/relationship/ health etc)
The catalyst leads to an insight (same insight you want them to have) (example: life is what you make of it, biography does not equal destiny, the past does not equal the future)
And to a decision or **REALIZATION** moment (same decision you want them to have)
Another bounce (Optional)

The next (timeframe wasn't easy bc you were met with resistance, roadblock, ridicule, reasons (DARK NIGHT of THE SOUL, darkest before the dawn moment, where you recommit to your decision)

EVOLUTION AND TRANSFORMATION

But then little by little things started to change
Small win 1
Small win 2
Then another bigger win..#3
Now I've created a formula/system/blueprint/process to let my clients get similar results as fast as possible (in days not years)
In a moment i'm gong to show you that system so that you can…(emotional pay off)
And as a result of sharing this system around the world I've been able to help.. X amount of people transform their business, health, relationship etc..
So let me finish by telling you this…(close loop on the theme) and end with **DEDICATION/ MISSION. (**ex. Sales doesn't have to be transactional, it can be transformational when you know the process.**)**

LEAD INTO OVERVIEW OF YOUR SYSTEM

There are x problems that people face when trying to X
What keeps most people from X (result) is this..
Or the problem that we see with this is..
And because of that (Consequence)
When leads to worse consequence
Now what I show my clients to do is utilize a process called XXX
Which allows them to XXXX
Which means that they no longer have to experience XXX
Which allows them to benefit benefit benefit
Can you see what advantage that would have for you?

Lets look at the 2nd thing the system does..
The second part is..XX
Now what do I mean by XX?
The problem is that far to many (coaches/avatar) do this this and this..
And that cost them huge
Here's why…
Because of this reason, reason reason..
So the people who join my (Speaking Sales System)…
What we teach them and what they actually begin to implement during that process we XXXX These 3 core things/strategies must be utilized so you can a, b , c, d., so they no longer have to e f and g.
Make sense..?
Raise your hand if you are with me on that.
Now this is the whole process.
But now, for today, since we simply don't have X time…I
'm just going to give you some of the highlights and a few useful tools that can help you to X.
Im going to go into some challenges that you need to solve and give you some key distinctions that you can begin to implement immediately and make some changes for yourself
Sound good?

Speaking Insights

Statements create trance

Inducing trance ..
A trance is anytime we will focus on their inner reality rather than the external reality meaning the inside communicating with themselves even talking to themselves are making pictures in their head. That's what a trance is
Questions break trance
If you want to have a successful coaching, training business you must ask great questions.