



Mastering the art of storytelling

Storytelling is an essential skill for sales excellence. It's about more than just recounting events; it's about connecting with your customer on a deeper level. Here are six easy steps to ensure you always have a compelling story to tell.

1. Collect Moments, Not Just Achievements

Don't wait for big wins to find stories worth telling. Pay attention to small, meaningful, or unexpected moments — a customer comment, a small win, or a lesson learned the hard way. Make sure you set the scene and the solution resolves a customer pain point.

2. Keep an inventory

Capture interesting moments as they happen. Use your phone's notes app, or voice memos to log these potential stories.

3. Find the “So What?”

To make your story compelling, it needs a climax. Once you have a moment in mind, ask yourself why it matters. What challenge did it overcome? Did it resolve a particular pain point for a customer. Whether it's an insight, a shift in perspective, or a lesson learned, ensure your story leaves your customer or potential customer with something valuable.

4. Match the Right Story to the Right Moment

Different stories serve different purposes. Determine the best use for your story: is it to handle objections, demonstrate value, or showcase expertise? Label each story so you know when to use it. The right story at the right time is incredibly powerful.

5. Practice Out Loud

Telling a story isn't the same as writing it. Practice sharing your stories aloud - whether with friends, colleagues, or even in front of a mirror. The goal is not to memorise a script but to sound conversational and confident.

6. Update and Share Your Story Inventory

Stories can become outdated. Keep your story collection current by retiring old ones and adding fresh experiences. Sharing your stories with peers can provide valuable feedback and may even be useful

across your team.

Pro Tip

A few well-polished, versatile stories can go a long way. Knowing when and how to use them can make all the difference. By following these steps, you'll always have a story ready to captivate and connect with your audience, making you a more effective salesperson.