LENGTH
4 Hours

CERTIFICATION
This is a required module for:
- Presentation Specialization

FORMAT
Live

STORYTELLING IN SALES PRESENTATIONS

How can the wisdom of Hollywood be applied to sales? This course introduces the 7 storytelling structures that filmmakers use to entertain their audience, and then shows how you can apply these storytelling techniques to more effectively inspire and influence your prospects and customers.

You will learn how to prepare and structure your story to communicate your message clearly and impactfully. You will tell your story, and will also receive feedback on your strengths and areas for improvement.

LEARNING OUTCOMES
After taking this course, you should be able to:
- select an appropriate storytelling technique to suit your purpose
- plan, structure and deliver an effective sales story

COURSE OUTLINE

The Hollywood Storytelling Model
- 7 storytelling techniques
- How Hollywood Directors set the scene
- Why and how scenes work to inspire results
- Choosing the right storytelling techniques for your story

Scene Thinking
- What is Scene Thinking?
- Structuring a sales story using Scene Thinking

The STAMP Methodology
- What is the STAMP Methodology?
- Developing story access points for your content
- Presenting your story using STAMP

(Optional) Individual Coaching
- Develop your own sales story using Scene Thinking and The STAMP Methodology
- One-on-one review and feedback with instructor
- Group-wide final presentation