



COLD CALL LIKE A BOSS

WWW.6THDOOR.COM

Module 5

©6thdoor Ltd, Registered Office, Birkdale Business Centre, Birkdale, Southport PR8 2DT Registered in England,
Registration Number 7629932

The art of story telling

History itself is the stories written by the victors. Since time began, we have tried to make sense of the world, our past, our family history, our morals and beliefs through the telling of stories.

Parables convey a message in a simple to understand and simple to pass on narrative that would otherwise be misunderstood, forgotten or disregarded. The word 'Parable' comes from the Greek '*Parobole*' which means '*a comparison, analogy or illustration*'.

By expressing your goods and services through stories, they become memorable, easily understood and attention grabbing. When the story is the tale of a third party, you can express your desires and requests of a client with a softer and less demanding style.

Great sales professionals are always great story tellers.



We're going to cover the different ways stories can be used to create emotion about your products and services, influence your prospects buying decisions and add depth to your sales presentations.

It is well-known that facts tell *but stories sell* – why is this though? Why do stories have such a greater impact on your results than simply stating features and facts?

Reality check

When we use words (any words) they are not heard how we intend, they are heard through the filter of memories and experiences held by the recipient of our message.

If seven people witness an accident, the police will receive seven differing accounts of what happened. This is because we all live in our own version of reality and witness the world through our own lens.



What is *your* first mental picture or feeling when you read these words?

- Submarine
- Pet
- Lunch
- Marriage
- Train journey
- Shopping

What colour was your submarine? Where was it?

What animal did you think of when you read the word pet?

What food was lunch?

What did you picture or feel with the word marriage?

Where were you going on your train journey? When?

What did you think about shopping?

There is no such thing as reality, merely 7 billion perceptions of it around the world.

Therefore, if we state facts, features and figures at prospects, we run the risk of *their lens* translating what we *think* we have said into a different message.

What can we do about this? – **TELL STORIES**

What happens when you hear a story?

- Our mind naturally looks for a narrative in any information given to us. If that information is presented *already in a narrative*, it allows our mind to focus and absorb the information easier. This creates more understanding and a clearer picture of how goods and services could help us.
- We *picture* the scene given to us and become more involved. We see the information in *our own reality* and can make sense of even the most complex ideas and concepts when we have the information delivered to us in a tale.
- We become emotionally involved; How many movies have you watched that have invoked an emotion from you? **All buying decisions are made emotionally.**
- The exact matching areas of our brain react to that of the storyteller. Research has shown that both the receiver and deliverer of a story literally 'mentally connect'. Amazing rapport building for sales professionals.

Facts tell

- "It's about advertising"
- "Can I speak with the decision maker please?"
- "We're a multi-platform web development agency working across many verticals"
- "I sell insurance"

In the same way you saw a yellow, grey or toy submarine – these statements will have given you a unique picture and reality based on your experiences. Or zero picture as you have no experience and you gained nothing from the information given. When you present facts, with little context, your prospect will use *their existing reality* to interpret your message.

- "I hate advertising – it doesn't work" (their memories and experiences)
- "Decision maker? Sounds like all the terrible, pushy sales calls I've had, no!" (Their memories and experiences)
- "You're a what? Don't understand so can't be relevant to me, bye" (their memories and experiences)
- "I've got insurance already, so I mustn't need this, bye" (their memories and experiences)

As salespeople, to counteract this we need to put as many of our sales conversations into stories as possible.

We need to control the reality

Use a narrative

If you put your services or products into a narrative, they are –

- Easier to understand
- The prospect can relate to them.
- They come alive
- Benefits are made obvious
- Emotion is created towards your product or service

“We sell till receipt advertising” (Relying on their memories, experiences, and reality)

“We want to advertise you on the back of till receipts in Poundland” (The prospect must do all the work to figure out why – it’s not made clear or easy)

“You can advertise on till receipts in Poundland near your restaurant, we’ll put you on over 15000 every week” (Getting better but still not a story)

“You know when you go into Poundland, maybe to buy sweets for the cinema? (You now control the reality and you’ve made them picture a scenario) You go around the isles and get your sweets, then inevitably some shampoo, some A4 paper, bin bags and some gift bags. When you go through the till you get two bags full of things for about £8 and they present you with a receipt, about the size of an iPhone. Well as you know, there is always a voucher on the back of that receipt for a local taxi company, restaurant or bar, right? (check they’re engaged with your tale) Well, we put 15000 of these vouchers in people’s hands every week in the Poundland on Chapel St round the corner from your restaurant and we’d like to show everyone – you!”

By explaining your features within a story, they become alive, relatable, and irresistible. By starting your story with **“You know when...”** the mind immediately prepares for a narrative and is commanded to picture the scenario. It also automatically agrees that they *‘do’ know when* and they agree with your scenario.



Explain your products or services in a narrative

"You know when..."

"You know when..."

"You know when..."

Use someone else's voice



Let's face it, you're the salesperson, you're the last person who they will initially engage with, believe, and trust about how amazing your goods and services are.

By framing whatever you want to tell someone in the words of 'someone more trusted' your statement is immediately more believable and engaging.

"A company I was speaking with the other day said....."

"I can't give you a specific price at this stage, but I can tell you about similar projects we've delivered for other companies and what they invested into it as well as their results"

"That reminds me of one of our smaller clients – they said....."

"My brother uses this with all his team, he found that....."

What do you need to convey that could be more impactful if said through the voice of someone else?

Feature 1.	
Feature 2.	
Feature 3.	

Social proof

Potentially, the most powerful of all influences is 'Social Proof'. We feel safe basing decisions on what other people 'like ourselves' have decided to do or 'large groups' of people do (safety in numbers).

From decisions as simple as what film to watch at the cinema or what new restaurant we will eat at, through to large purchases, the power our perceived peers have over us is immensely strong. By mixing imagery, stories and quotes from others, social proof can be used to strongly influence and be difficult to resist.



SAFETY IN NUMBERS

Someone who understood the power of social proof all too well was 'Colleen Zot'. An executive at a company producing infomercials in the 1990's. Colleen was set the task of improving sales on some rather less than exciting products. Applying social proof, she changed just *one sentence* in the infomercial's *call to action*.

The call to action was originally

"Operators are waiting, please call now".

To create imagery of others buying the product and apply the persuasive principal she changed it to

"If operators are busy, please call again"

What imagery does this infer?

Who do we follow?

- **Similar groups**
- **Larger groups**

Most successful salespeople find that sprinkling social proof throughout their sales conversations increases their results considerably.

How can you frame your stories with social proof?

“Most clients approach us when.....

“Most of our larger clients approached us when they....

“Most of the engineering firms we work with find that.....

“Most people who’ve invested in XYZ tend to look at option three as well.....

“We work with a lot of hotels in and around Manchester, and were keen to speak with.....

“Accounts approach us when they need.....”

“Most people actually tend to look at.....”

www.6thdoor.com

Call - +44 (0)1704 560074

Email - enquiries@6thdoor.com

Tweet - @6thdoor

LinkedIn – Chris Dawson FISM

6th Door Ltd

Birkdale Business Centre

Weld Parade

Birkdale

Merseyside

PR82DT