



Consulting and Training | Reach New Heights

Course Name

Story Selling

Sector Name

Sales, Marketing and Customer Service

Document Type

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Story Selling

Course Introduction

Achieving success requires the salesperson to become a challenger and a strategic partner with clients. So now it is crucial for sales to develop more effective management tools for themselves and the environment they sell. By understanding and actualizing the art of narrating stories in their pitches, they will be able to make that “Aha!” moment for prospects. Getting to this moment will captivate your clients and strengthen your business relationship with them.

“Story Selling” learning experience will support the sales department to create more compelling sales calls, close deals right and achieve SMART objectives.

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Story Selling

Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

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Learning Objectives

- ✓ Recognize the true dynamic changes of today's selling.
- ✓ Diagnose the reasons behind such changes.
- ✓ Identify Why Clients buy or postpone.
- ✓ Discover Different Types of Clients.
- ✓ Build ways to appeal to the different types.
- ✓ Develop improved self-awareness and emotional intelligence in professional selling.
- ✓ Understand the difference and balance between scientific selling and personal selling.
- ✓ Master self-management and goal setting — what you focus on will become a reality.
- ✓ Strengthen interpersonal relations in selling.
- ✓ Recognize and understand the new landscape of selling to informed clients.
- ✓ Think strategically with a focus on the new client's mind and profile.
- ✓ Develop a personal brand. o Create their Sales Story pitches

Story Selling

Course Outline

✓ **01 Day one**

Selling in today's World

- ✓ The logic of product features is overrated
- ✓ The new attention span of buyers
- ✓ Buying decisions: Logical or Emotional?

Selling with Stories

- ✓ What is A sales story
- ✓ Six attributes of A story
- ✓ Sales story activity
- ✓ Why tell sales stories?
- ✓ Types of stories
- ✓ When to use stories?

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Course Outline

✓ 02 Day Two

Know your Client type:

- ✓ Strategic buyers
- ✓ Spendthrifts
- ✓ Average Spenders
- ✓ Frugalists
- ✓ How to appeal to each type of buyer?

Capture Attention to Body Signals

- ✓ The 3Vs of StoryTelling
- ✓ Visual power
- ✓ Vocal power
- ✓ Verbal Power

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Course Outline

✓ 03 Day Three

Build Trust

- ✓ Establishing Rapport
- ✓ Business Rapport
- ✓ Personal Rapport
- ✓ Getting Buyers to Tell Their Stories

Personal Branding for Sales

- ✓ Clients buy you 1st
- ✓ Personal Brand Development
- ✓ "Evaluate yourself "
- ✓ Personal SWOT analysis
- ✓ Create/ develop your Brand

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Course Outline

✓ 04 Day Four

Neuro Selling

- ✓ Neuroscience means new tools
- ✓ Personal vs. scientific selling
- ✓ Tapping into the emotional brain
- ✓ Emotional intelligence in selling

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Course Outline

✓ **05 Day Five**

Close the Sales

- ✓ Arming your pitch with relevant Stories
- ✓ Build your Sales Story Pitch
- ✓ Storytelling after the sale
- ✓ Generating Loyalty & Developing Advocacy

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 23, 2027	May 27, 2027	5 days	4250.00 \$	Bahrain , Manama
Aug. 17, 2026	Aug. 21, 2026	5 days	4950.00 \$	England , London
Nov. 16, 2026	Nov. 20, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
April 5, 2027	April 9, 2027	5 days	4250.00 \$	UAE , Dubai

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