

## **Tell a Story... Make a Sale**

We live in an age of change. That change seems to be focused in part on making everything happen faster. We eat fast food, drive fast cars, and consume information at a record pace.

Nowhere are these changes more evident than the Internet. In the time it would take to make one phone call, we can dash off an email to a thousand (or 100,000) prospects.

But when it comes to selling, is faster better? I submit that it is NOT better. In fact, I submit that it hurts our selling efforts. Here's why.

We've known for a very long time that people buy based on emotion and justify their purchase with logic. That being true, it follows that we must spend enough TIME with the prospect for him or her to develop and feel those emotions before they buy, right?

Yet our websites (and other communications) far too often fall into a "just the facts" status. We tell the prospect what we offer, we write concise bulleted lists, we lay out what we do with surgical precision. No fact left unstated.

But in so doing we forget to include the romance. We forget the emotion that will cause prospects to become clients and clients to become advocates.

We forget the manager who landed that key account by sending a unique gift. The father who saved time by using our services and used that time to attend a Little League game. The realtor who became #1 by using what we do to stand out in a crowded field.

We forget to tell them what they really want to hear... what's in it for THEM!

Today I'm going to give you a secret formula to inject your selling materials with the emotions that will stir people to action. When you finish this article, review your selling materials to see how they stack up. Then inject them with the words that cause people to buy AND the power stories that illustrate your point.

Here's what I believe about people. People don't buy things; they buy what the things will do for them.

I BELIEVE in power stories. Want to know why I believe in them? They work. Let's put them to work for you by looking at three key factors.

### **=====> Why Tell A Story?**

People love to hear a story. They love to imagine themselves in different situations. Look at car ads on TV. Ever notice how ads for Lexus show people going out to dinner, or enjoying a Sunday afternoon drive? Ah, the good life.

Ever see an ad for a Lexus going off road or climbing a mountain? No. The reason is that Lexus knows their audience and what their audience wants... luxury. They tell the story of people

enjoying that luxury knowing that people will insert themselves in the story if they want luxury too.

**HOT TIP:** Here's an inside tip about why stories work. Generally, people HATE to be the first to do anything. That's why it's so hard for a new business to get customers.

When you use a 'power story' you take the risk out of the equation for the prospect. They can see that others in similar situations bought from you and it turned out well. They relax and can buy from you with confidence.

Now for the key questions.

What do YOUR prospects want?

What story are you telling them?

### =====> **Where Do I Get Stories To Tell?**

Getting stories is easy. People love to help others and are flattered when we ask. Here are three quick steps that will help.

1. Make a list of your top twenty customers. Contact them, let them know you need their help, and ask how your product or service has made their life better.
2. Categorize their responses. Some will have saved money, others time, maybe they landed a big account or won over a hard to convince buyer. Try to stay with five categories or less.
3. Write out a story about each person who gives you material with a strong emphasis on the benefit the customer is receiving. Type them out as if it was an interview. Now you have material for your newsletter, web site ... anywhere you use power stories.

### =====> **When Do I Use a Story?**

Power stories can be used in every step of the sale, but their real power is in overcoming objections. When people read your web copy, your newsletter or even listen to you speak, they are asking themselves "will it work for me?" Answer that question \*before\* it's asked by including power stories.

A great place to use power stories is on your web site. After you finish making an important point about a product and it's benefit, finish with a power story of someone who actually received that benefit.

### =====> **Now It's Your Turn**

Now paint a compelling word picture that causes your prospect to see themselves enjoying the benefit of what you have to offer.

Remember, people buy benefits; they buy what's in it for them. Gather your power stories, rearrange your selling materials as needed and ignite the fire that compels people to buy. When you do THIS, the world will beat a path to your site!