

The Power Of Storytelling

Each and every day as we are building our businesses, we all know the key to a successful presentation is a product being sold to the end-line consumer and/or sponsoring a new person. In the sales process, you are fighting many different types of animals. For most of us who are in direct sales, you have 45 minutes to present a product/business concept and make a person believe in you, your product, and more importantly have them make a decision that they want what you are offering.

When you are presenting the business, it is very easy for you to get very factual and completely lose the interest of your prospect. When you tell a story about the success of someone who is using the product or have a person give a live testimonial about how much they love being a distributor, you will keep the interest of new people who are listening for the first time.

For most of us, the first time in our lives that we were ever presented with the concept of a live audience was back in kindergarten when we played "show and tell". Everyone was always interested in what you were saying because you were simply telling a story. We have all heard of the famous K.I.S.S. rule: Keep It Simple Stupid. When presenting your business or product, the key play is to tell a story and keep it simple.

Everyone can relate to the grandmother, who can talk about their grandchild as the most beautiful, precious child in the world. She will make you feel as if her grandchild would be such a gift to own as your own. You need to take that same simplicity and utilize it during your presentation and create the same result - ownership of your product.

As you tell stories, people will remember those stories versus all the facts in the world. "FACTS TELL, BUT STORIES SELL." They should want to get involved in your business or purchase your product because all of the success stories that you told. People love to be part of a winning team.

Storytelling keeps people tied into you and your presentation. I always say when in doubt during a presentation, tell a story in order to bring people's attention back to you. When I present, I ALWAYS tell many stories because when I was first introduced to direct sales, what perked my ears was a story of a young lady who had a lifestyle I wanted. The personal story of her lifestyle is what made me decide to get involved in the business. In that business, I went on to build an enormous organization and all I did was tell my story and tell the company's story over and over!

Combining the key strategy of storytelling along with the correct mindset, you can achieve your wildest dreams!

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About the Author

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