

The Art of Creating a Compelling Story

NOV8

What is it?

The Art of Creating a Compelling Story is designed to transform how people approach selling their product, solution or ideas to customers and stakeholders. Going deeper than usual sales or influencing techniques, this course guides people in establishing rapport through connection with a customer's values and beliefs.

Who is it for?

Those seeking a powerful and authentic approach to creating connection for success:

- Business Development Teams
- Sales Teams

Content Covered

This course builds on existing experience and knowledge of selling skills and techniques to demonstrate how our own and our customer's values and beliefs are key dynamics in the buying decision.

We guide participants in how to recognise their own and their customer's key decision-making drivers through paying careful attention to language.

Participants explore and practice constructing a compelling story for their organisation, product and or solution.

Learning outcomes

At the end of the session participants will:

- Understand how values and beliefs of self and others are key ingredients in the buying decision
- Have developed awareness of the impact of language used by self and others
- Have practiced developing stories for their own offerings which can be adapted to connect with their customers

How it is delivered

With your organisation

- One day course for up to 15 participants

With Individuals

- One day open courses available – check our website for dates and locations



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Call us on: 01249 447774 or email: enquiries@nov8.biz. We'll get right back to you.

