



What's In The Name
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Your Sales Stories

Research says that most people don't consider themselves good storytellers - Why that is and what does it do to tell stories for good branding. Unleash the story-teller in you and share it with the world.

Objectives

- Identifying the story in their program - First identifying who they are - Understanding the WHY behind what they do
- Conveying the story in the program - Identifying what they do?
- Identifying their own stories and articulating it - First - Relate - Write and Tell Stories - Innovate and think differently with 7 Techniques of articulation
- Having a story, purpose helps - Identifying people who have this and have done well
- Detailing and highlighting traveler interest writing better itinerary, creatively - As is

Recommended Module:

Retell your Tale

Storytelling has the power to trigger empathetic responses - via release of oxytocin. Which when released in the prospect's mind can lead to building trust and developing rapport instantly. And people buy from people they like - "Making a movie with words." It engages the recipient in a special way.

Combine compelling facts with attractive sales stories, and you've got a winning recipe to increase sales. Using metaphors can help the brain to experience the story - as people use 99% subconscious mind.

This work shop will be a combination of communication, creative thinking, selling skills and storytelling. It will facilitate how to use this tool to develop better sales pitches, relationships and add value to your customers. We will use chart papers, colors, a variety of props, poetry, limericks, idioms, metaphors to make this workshop as engaging as possible

Methodology -

Strategy - Requirement Gathering

We plan elicitation by connecting with the subject matter experts to design a targeted training solution. We plug the information into our existing framework and aim to deliver a customized exchange.

Analysis of your existing processes, programs and case studies will also help in collating the right data and information that will be added to the contents of the presentation.

- Role Plays
- Analysis
- 70:30 learning ratio
- Games
- Activities and tasks
- Case studies
- Visual aids
- PowerPoint presentation
- Exchange and Coaching

Training Follow On Strategy*

Impact Analysis Training (IAT) - We will follow up on the post training impact with the participants using various methodologies like quizzes, tests, online questionnaires, peer interaction, interviews, feedback forms, crash courses, real life demonstrations & case studies. The strategy will be developed in collaboration with the Key Stake Holders and the deep analysis of the target audience. A road map will be executed based on the real time information. Within this strategy we will formulate the deliverables like number of hours, number of months, methodology, commercials, frequency and topics.

*** IAT is a follow on strategy which is not covered in the quoted training cost.**