Understand Purchasers,
Tell Stories,
Get More Business!

Yes Yes Marsha

We tend to assume that people we're speaking to:

- Are the same as us
- Have the same knowledge as us
- Have the same concerns as us
- Have the same interests as us

Don't make this fatal mistake!

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Ask yourself these Q's about the Purchaser

1. **KNOWLEDGE and EXPERIENCE**
   What do they already know about the type of services/goods you provide?

2. **PROBLEMS and CONCERNS**
   What are they worried about?

3. **WANTS and DESIRES**
   What do they wish for when it comes to their business or organisation?

I've learned that

people will forget what you said

people will forget what you did

but people will never forget

how you made them feel

- Maya Angelou

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When you tell a story, you're making a movie inside your listener's brain

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To do this, always focus on:

What did it look like?
How did you feel?

VISUAL IMAGES
and
EMOTIONS

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Tell things in the chronological order they happened.

Don't make your listener have to fast-forward and rewind the story!

Don't throw in spoilers. Build the tension.

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Don't have too many extraneous characters – they'll just be out of work actors standing around on the sides of your listener's head

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Introducing emotions – 3 ways:

1. Internal Monologue (what are you/they thinking?)
2. Name the emotion
3. Describe where it feels in your/their body
4. If it's someone else, describe behaviour that gives away their emotion

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Beginnings:
Start in ACTION. Not with voice-over.

Endings:
End a little after the climax. Don't trail off.

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<u>Editing your story down:</u>

Always think:
What can I cut out and still get across what I need to?
What are the most important parts of this story, and what can get left out.

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How to find stories?

What illustrates best…

- What your SE does?
- What you want to get across to purchasers?
- Why your SE is excellent?
- Why your SE makes a difference

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Remember:

When you're telling a story, you're making a MOVIE inside someone's brain.

So always ask yourself:

What did it look like?

How did you/they feel?

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