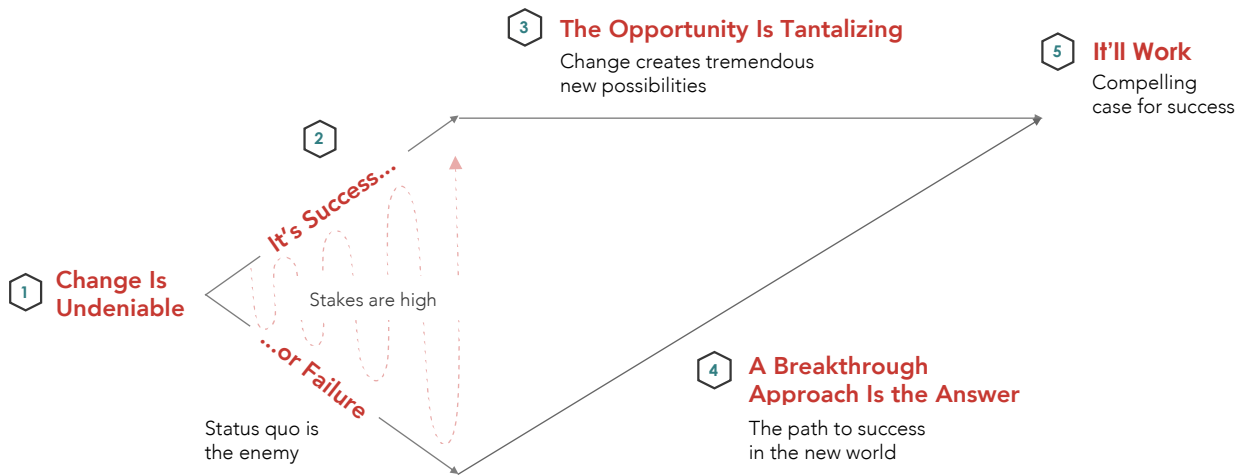


# How to Tell a Convincing Story

Sellers who do insight selling well follow the same story format to bring new possibilities alive for buyers. We call this a Convincing Story.



1. Why Act?

2. Why Now?

3. Why Us?

4. Why Trust?

## 1. CHANGE IS UNDENIABLE

Build rapport and establish credibility by demonstrating keen insight into the buyer's world.

## 2. SUCCESS VS. FAILURE

Establish the current state and why it's not good enough. The heart of every action and change—and a key component of insight selling—is the desire to be in a new and different place. At the same time, remind the buyer of the possibilities that seem out of their reach. Do this effectively and you build their desire to achieve success.

## 3. TANTALIZING OPPORTUNITY

Communicate results and create excitement around the new possibilities. Many sellers know how to tell a return on investment (ROI) story, but few do everything they should to communicate the full power of the impact.

## 4. BREAKTHROUGH! INTRODUCE A NEW HOPE

Just when the buyer feels resigned to a life in the Pit of Despair—where many (like them) are stuck—you show them a different path. A path others have taken to successfully climb out of the pit. A new hope! When buyers see what others achieved when they made a change, they'll want to achieve the same. An outcome of insight selling is helping buyers see that your knowledge, collaboration, and partnership in the journey is essential for their success.

## 5. IT'LL WORK

Collaborate for action. Most sellers recommend action, specifically a next step. Few, however, build in collaboration. When buyers feel like sellers collaborate with them, they're much more likely to buy, and to buy from that particular seller. At this point, your call to action is to invite discussion and collaboration.

Many sellers try to move too quickly to make a sale. Jumping from here to a sale is a big leap. By asking only for a commitment to collaborate, you shorten that leap with a steppingstone that moves you closer to the sale and increases its likelihood of happening. Collaboration builds trust, which is essential when building confidence and selling an idea.