



EBOOK

HOW TO MAKE THE ***MOST PERSUASIVE*** SALES PRESENTATIONS

Introduction

Have you ever worked for hours putting together a presentation for buyers and influencers in a sale, only to wonder where you went wrong after delivering it?

Maybe you've delivered a presentation you believed was strong and persuasive, only to have it fall flat with your audience?

You'll experience such outcomes far less often and have much more success if you follow a proven framework for delivering persuasive presentations.

In this ebook, we share our framework called the Convincing Story. It's a simple and learnable storytelling format that works for both virtual and in-person conversations. Use the tools we share here in this ebook and in the complete *How to Make the Most Persuasive Sales Presentations Toolkit* to make the Convincing Story part of your process.

You'll learn to create persuasive sales presentations and conversations that impress your buyers whether you're face-to-face in a conference room or on Zoom.

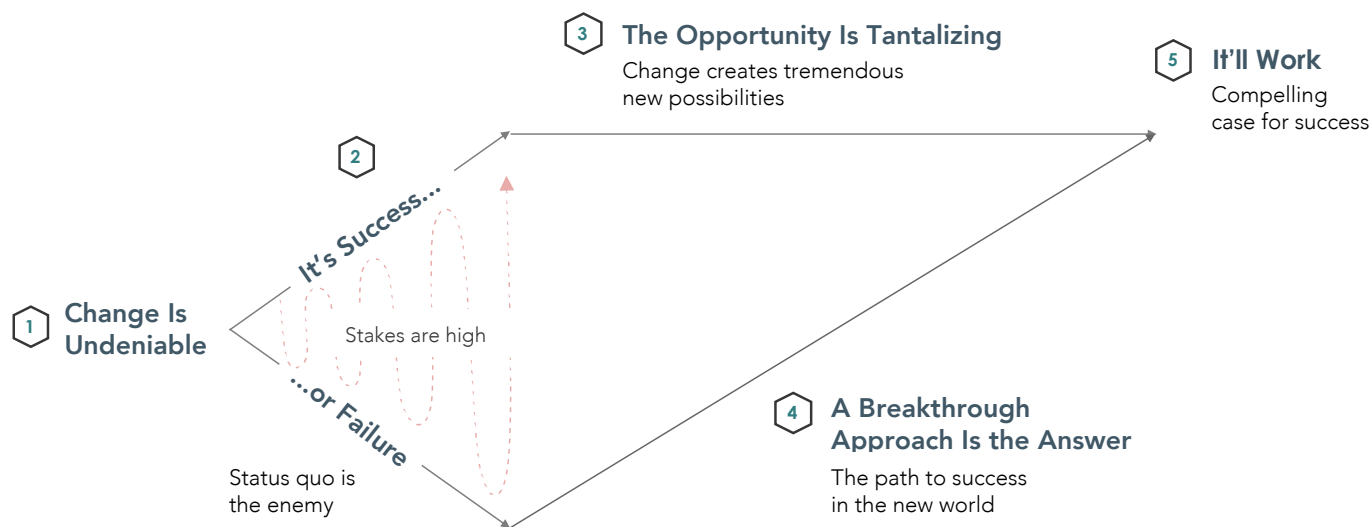
In this ebook we share:

- An overview of the 5 key components of the Convincing Story
- How to build presentations using the Convincing Story framework
- Steps to transform your presentations into collaborative discussions with buyers
- How to use Convincing Stories throughout the sales process
- A checklist for preparing your Convincing Story
- 10 key takeaways to help you deliver presentations with confidence



5 Key Components of the Convincing Story

The Convincing Story has five key components.



1. Change Is Undeniable. This is where you build rapport and establish credibility by demonstrating keen insight into your buyer's world. You set up the need for the buyer to change because their world has changed. The change can be external—for example, their industry, the economy, their buyer preferences, or competition—or it can be internal—for example, a change of CEO, merger, or new product launch.

Whatever the changes are for the buyer, this is where you establish and drive the need for them to take new and different actions.

2. It's Success or Failure. This is where you identify your buyer's current state and why it isn't good enough; why inaction or doing the same thing will lead to ever-increasing failure. By identifying the current state and why it'll lead to failure, you achieve two critical outcomes: you establish that the stakes are high, and you name the adversary (the status quo).

Even if things are good right now for the customer, you share why staying the same—maintaining status quo—in this area isn't tenable. This is where you show the buyer what to run away *from* and what they should run *toward*, your solution and what you bring to the table.

3. The Opportunity Is Tantalizing. Here you communicate excitement around new possibilities. Tell an ROI story that communicates the full power of the impact of the solution. Share the benefits available to the buyer that they aren't currently achieving but *could*.

If your Convincing Story happens later in the sales process, you should customize the ROI and benefits for the buyer. Early in the sale, it's simply important to establish the significant opportunity available to those who are willing to act. The better you can show specific and real results others have achieved, the more confidence you'll build that the buyer can achieve them too.

4. A Breakthrough Approach Is the Answer.

Just when the buyer is feeling resigned to failure, wow! you show them a different path: how doing something different can lead to great results.

Still, making the change a reality is not necessarily a slam dunk. If it were easy, everyone would do it, right? However, since this is what you help people do—and what you have a track record of doing — you can guide the buyer around the many pitfalls that can get in the way.

It's important not to oversell here, which is why you should be forthright about what could go wrong. Buyers need to believe you and trust that you—and the solution—will work for them. The more you can be straightforward about what needs to happen to make sure the breakthrough approach will work, and the more you can help them avoid the real pitfalls that can get in their way, the more trust you'll develop.

5. It'll Work. Finally, you continue to build your buyer's confidence in you as a vendor and partner, and in the solution itself—and help them see that it'll work *here*, for *them*. The best way to do this is not to pitch buyers on how and why it'll work, but to have collaborative conversations with them about it. The more buyers interact with you, and the more you listen to them, the more likely they'll begin to believe that, if they accept your recommendation and advice, they'll succeed.

This is why, at this point, your call to action is to invite discussion and collaboration. Doing so involves the buyer in the story. It makes this *their story*, not yours. When people are involved in something, they become invested in its success. The more invested, the more they take ownership in seeing it through.

The Most Persuasive Presentations Are Conversations

We often simplify the Convincing Story by calling it a framework for persuasive presentations, but the most persuasive presentations become *conversations*. They're not one-way pitches.

When you're preparing to build a Convincing Story, take care to consider:

- What you want the buyers to *learn* that's critically important.
- What you want them to *feel* throughout and at the end of the discussion.
- What you want them to *do* as a result of your Convincing Story.

When you structure your persuasive presentations following the five key components of a Convincing Story—and plan what you want your buyers to learn, feel, and do—you'll take buyers through an emotional, persuasive journey that sets them on the path to action.

How to Build Your Convincing Story

1. Selling the Undeniable Change

Persuasive sales presentations start with *change is undeniable*.

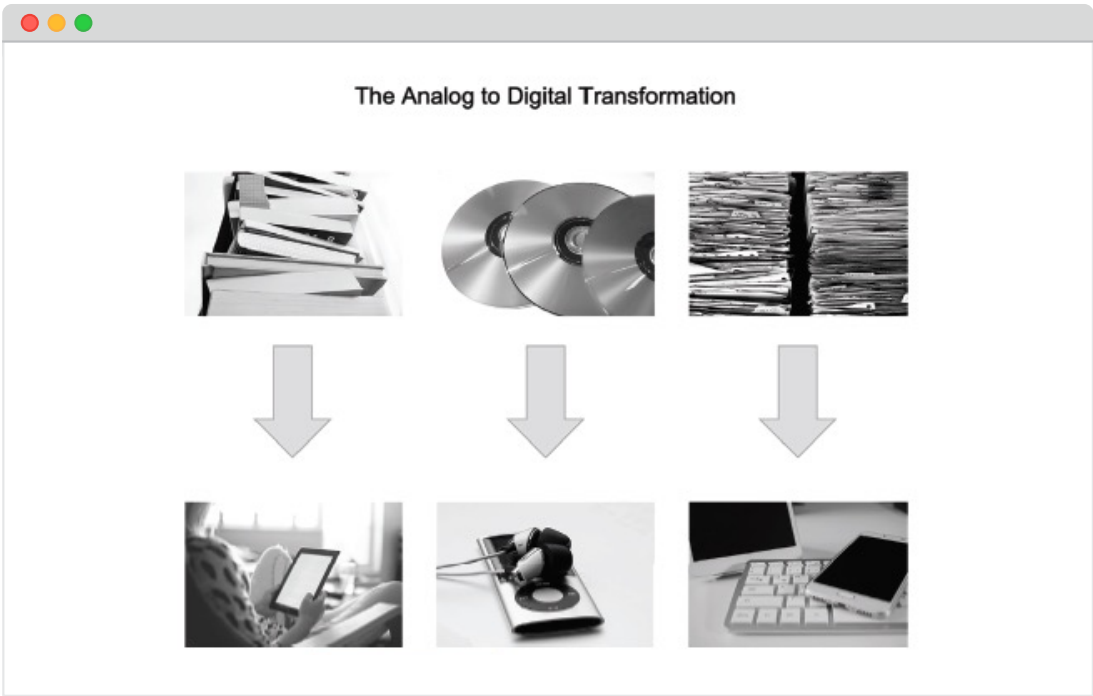
This is how you open a Convincing Story—where you build rapport and establish credibility by demonstrating keen insight into the buyer’s world. At the same time, you put a stake in the ground that buyers may need to do something different because, if they don’t act, they may be left behind as the world changes around them.

Some of the most impressive sellers are entrepreneurs who raise investment capital.

Salespeople often sell an idea that they can solve with an existing product or service, but entrepreneurs literally *sell an idea*. They have to sell their vision powerfully enough that someone gives them money to bring a product or service into existence.

Here’s an example from Canvas, a company that replaces paper-based processes with mobile apps and forms.

This is the opening to the presentation that helped Canvas raise \$9 million in venture capital.



Their point here is straightforward: these things are happening and there's no denying them. The visual isn't sophisticated graphic design—it could be recreated by any seller with a modicum of presentation software skills. It's simply old-thing-picture → new-thing-picture.

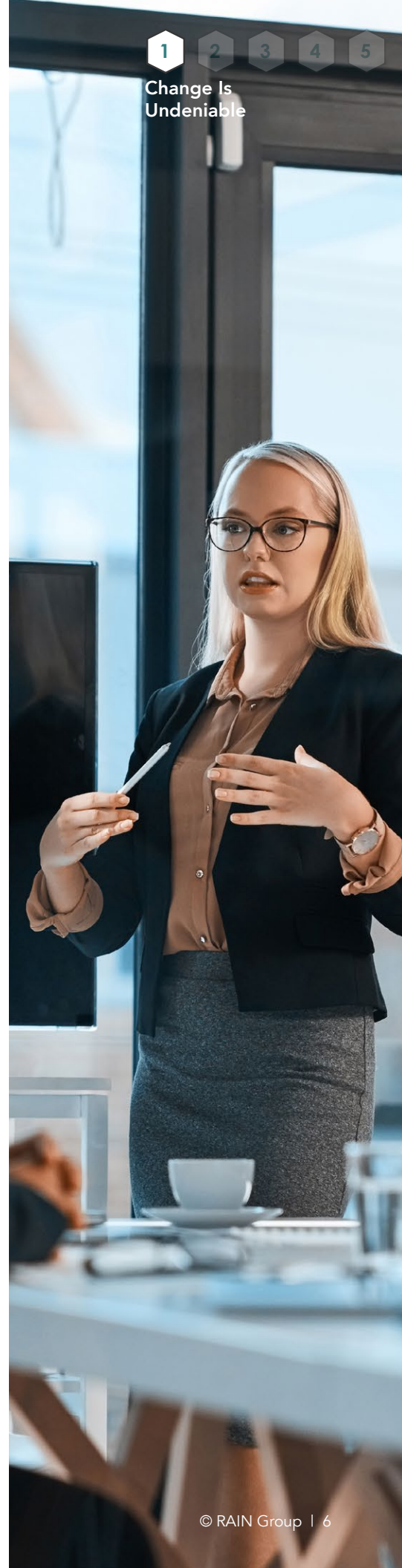
With a little voiceover by the seller, this graphic draws an audience into the world of the story. This is what you want to do, too.

You may be thinking, “But I’m not selling an app. I’m selling accounting services”—or financial services, technology hardware, medical devices, consumer goods to stores, engineering services, industrial materials, or whatever.

Regardless of what you’re selling, the question to ask yourself is this: is it more difficult for your customers to succeed now compared to ten, five, or even two years ago?

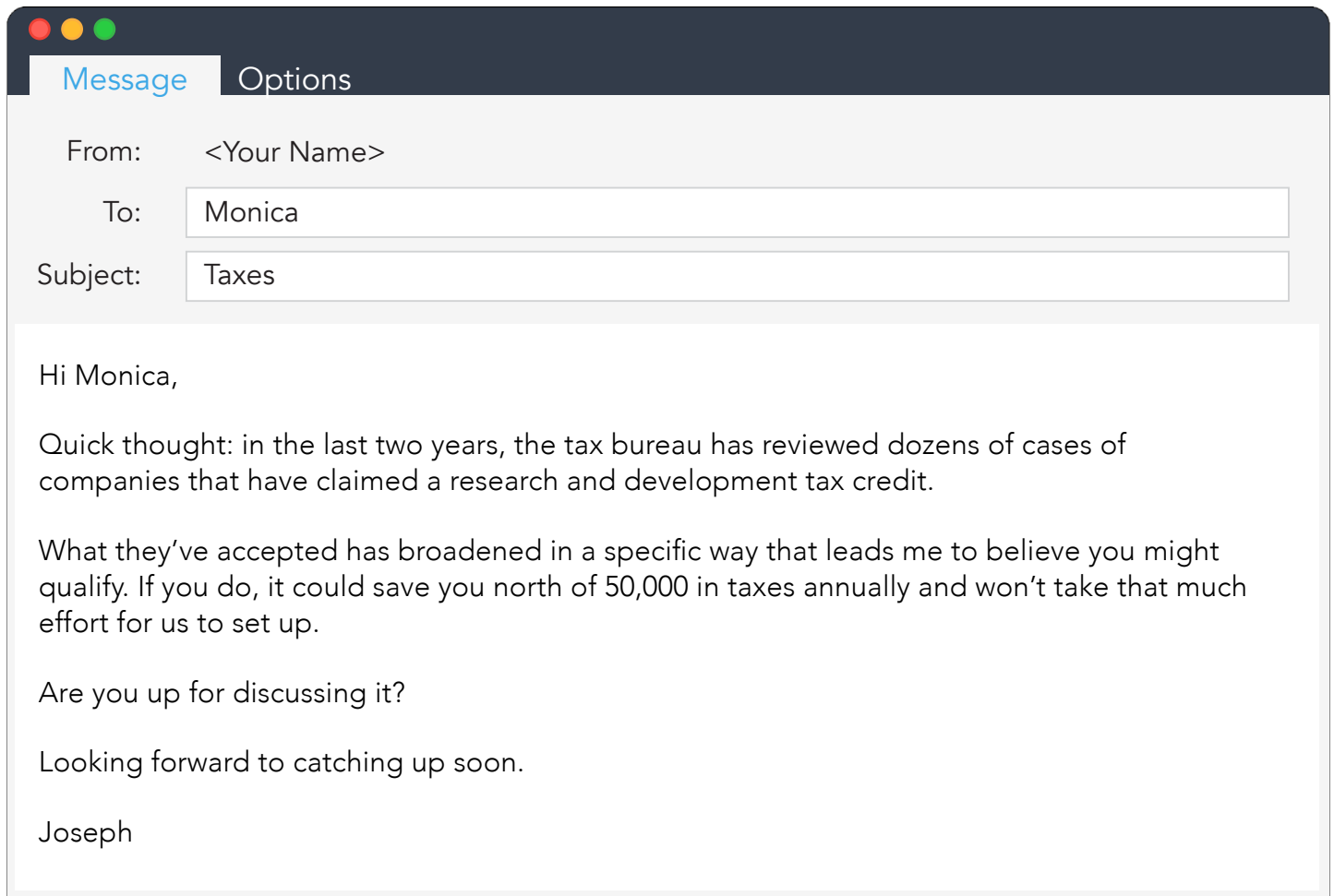
For example:

- **For accounting services selling to retail companies:** “Retail profit margins have dropped 32% over the past three years.” Your story can go on to tell the company how the accounting firm can help retail companies raise margins.
- **For a tech company selling to consumer goods companies:** “Seven years ago, only 17% of consumers looked up new products on the internet before purchasing them; a year ago it was 74%.” Your story can go on to show how in-store internet searches with your technology can result in greater purchases.
- **For management consultants selling to industrial materials companies:** “Products in your industry marketed as ‘sustainable’ within the last two years grew 560% faster than those that weren’t.” Your story can go on to show how a company can become legitimately sustainable in terms of their materials while no longer needing to increase costs.



Will all your stories open with industry or company changes as compelling as these? Perhaps not, but they don't need to be. The undeniable change you highlight may be more mundane. The test is that it should lead to setting the stage for the buyer to set a new priority for action.

Here's an email example from an accounting firm that generated a significant amount of additional revenue with custom outreach to their clients.



Many sellers have trouble seeing how changes in their industry, at their customers' companies, or in other places apply to what they sell. With a little thought, there's almost always an undeniable change you can share with buyers to begin a story that ends with a purchase.

How to Build Your Convincing Story

2. It's Success or Failure

In a Convincing Story, if you don't effectively communicate *it's success or failure*—that the middle ground isn't available—buyers won't feel the need to change.

People don't like to change. If you don't make the case for *the necessity* of change, you'll lose sales to “no decision,” or to incumbent processes or providers, also known as the status quo.

If you don't want to lose to the status quo, you must show buyers how the status quo is, itself, the enemy.

Why isn't the current state, or status quo, good enough? It could be anything: lack of results, slipping market share, wasted time on

workarounds, an idea whose time has passed, or something else entirely.

Why the status quo isn't good enough depends on what you sell and to whom. *That* you establish the status quo isn't tenable for buyers to maintain—that the status quo will lead to ever-increasing problems and failures—is essential.

Most sellers focus presentations on their offerings; they present offerings as something to run towards. The masters of insight selling, however, don't just tell people what to run towards: they make it exceptionally clear that buyers have something to run away from. And the status quo is public enemy number one.



Telling buyers what to run towards then becomes that much more powerful. You help buyers imagine a specific aspiration, showing them what success could look like by using words such as, "Imagine if... Imagine a world where..." and other forms of "imagine" that get them to visualize a better future for themselves.

At this point you should be focusing on "why" more than "how." "How" messages such as, "This is what we do and this is the way we do it," won't inspire buyers with why they should do something in the first place.

Before you get to "how" messages, focus on the success and failure others have had in the area.

As you deliver your story, weave back and forth between failure and success, bringing the audience along for the up-and-down ride. A successful Convincing Story should bring the buyer on an emotional journey. This journey is most powerful when it's a bit of a roller coaster.

This weaving back and forth between success and failure—which will heighten feelings of desire and dissatisfaction—we call dissatisfaction layering.

"How" messages can now join the "why," but should focus more on how *not* to do something. For example, a buyer may see the need for implementing a new technology system, and may have even tried it in the past, but it failed because the implementation wasn't handled correctly.

You'll get to *how to do it right* later in the Convincing Story process, in the section focused on how your breakthrough approach is the answer. For now, "how" messages should be about how others have tried something and failed.

The net effect of dissatisfaction layering, when you move back and forth between success and failure, is that buyers see how high the stakes are, *desire* the success, and *feel* the pain of the failure of others. And, since people tend to relate stories to themselves, if they've experienced anything similar, they'll feel the pain that much more powerfully and personally.

Demonstrating that it's success or failure—that there's no middle ground—and that the status quo will inevitably lead to failure, are essential components to driving change and delivering persuasive presentations.

Dissatisfaction Layering:

Take buyers on an emotional journey by moving back and forth between aspirations and afflictions while demonstrating why outdated thinking has failed in the past.

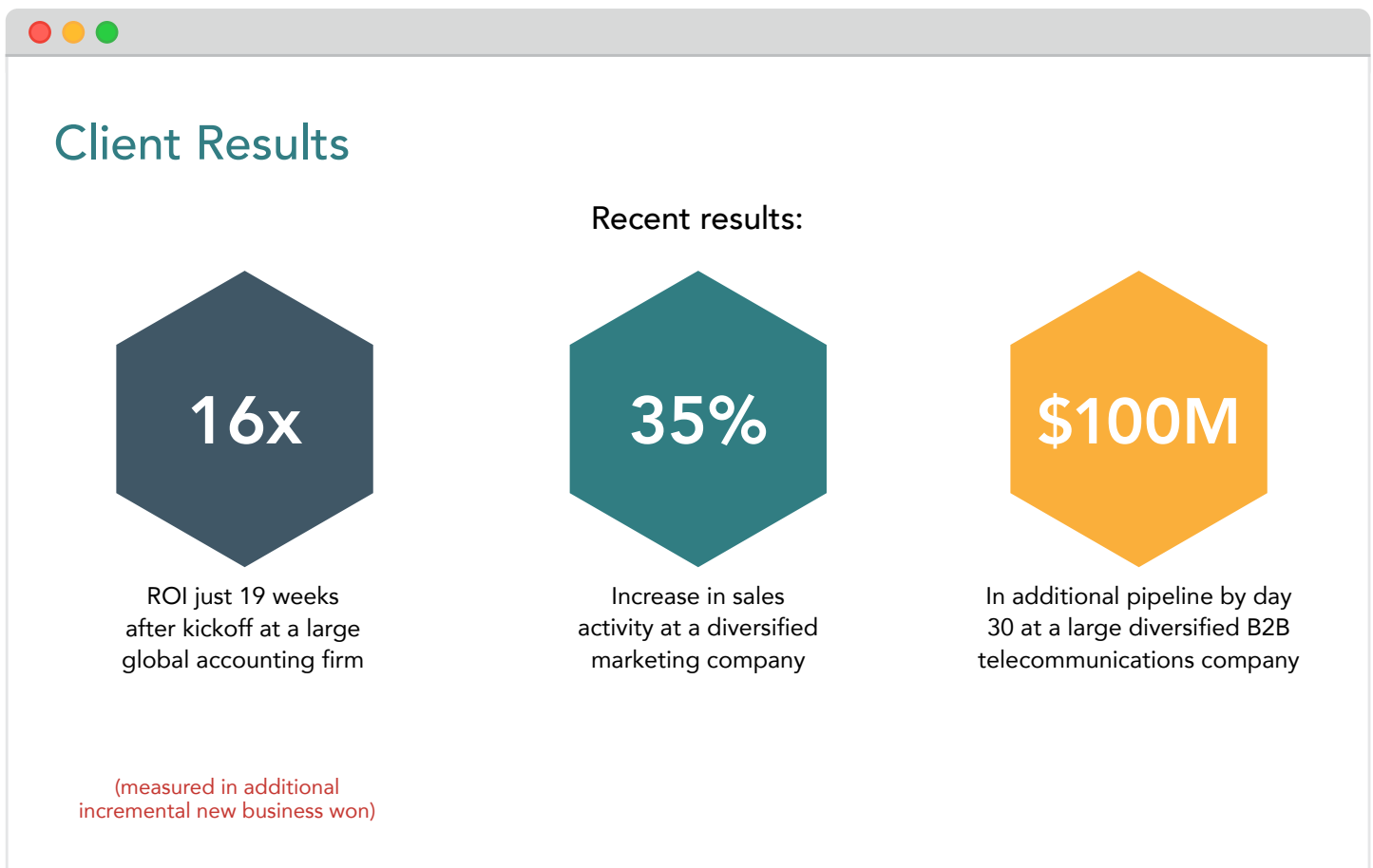
How to Build Your Convincing Story

3. The Opportunity Is Tantalizing

In a Convincing Story, after setting the stage with an undeniable change, you demonstrate to buyers that *the opportunity is tantalizing* by communicating excitement around new possibilities.

How? Ideally, by sharing real results you've achieved for others.

Here's a simple slide of ours we often use to demonstrate the effectiveness of the Execution Assurance coaching we pioneered to ensure sales training drives change and results.



What happens when you do this is two-fold:

- First, buyers ask themselves, “Is this even possible here?”
- Second, they wonder, “If it were possible here, how would it affect me?”

Buyers might be highly skeptical what you’re saying is possible. That’s fine—as your Convincing Story and sales process aren’t over yet. But by providing an initial justification for why they should keep listening, you appeal to them rationally. At the same time, as they begin wanting to get these results and get rid of the pain of not having achieved them yet, you appeal to them emotionally.

During RAIN Group’s sales conversations, we let buyers know that leaders at the client companies for which we share results are available to speak with them to learn about how it worked.

The purpose here, however, is not yet to establish the belief that it’ll work. Again, at this point you can expect buyers to be skeptical. You might even leave off client logos connected to results like this until later.

Case Study: cStor



“We embarked on the sales transformation journey three years ago with RAIN Group and they guided us every step of the way. They fundamentally changed behaviors and the way we sell.”

Larry Gentry
President & CEO

Solution

- Customized RAIN Selling: Foundations of Consultative Selling workshops to improve sales skills and teach professionals how to use these skills in sales conversations
- Provided coaching to sales leaders to maximize management potential
- Reinforced with eLearning curriculum, customized webinars, and RAIN Mail
- Lent recruitment assistance through the creation of custom advertisements, development of job profiles, and assessments for all sales candidates

Results

- Number of deals closed year-over year improved by 15.2%
- Gross profit margin on sales won improved by 12.2% as sellers focused more on rational and emotional business outcomes as opposed to features and benefits
- Reduced average days to close by 10.4%, which has enabled sellers to move on to other deals
- Reduced average days to “no” by 11.8%, which has allowed sellers to focus on finding new opportunities instead of wasting time on lost cases
- Results were so impressive the program won a prestigious Stevie Award for Sales Training/Coaching Program of the Year

In fact, a bit of skepticism is good here. You *want* buyers to have a sense that the potential results push the edge of what's possible, because of the *anchoring effect*.

If you set an impact goal a buyer thinks is barely plausible—for example, 100% improvement in X—you set what becomes an unconscious stretch possibility target in the mind of the buyer. Then, later in the decision process when you build belief that the target is achievable, buyers will make the argument to themselves and others. They might say to each other, “Even if we can achieve just one-third of this given the investment and time, and even if it takes twice as long, it will still be a huge success.”

But first, they have to see what you think is possible. Get them interested enough to keep talking with you.

Sometimes, however, you don't have actual results. When you're selling a new offering or, perhaps, a vision for how to solve a novel, sticky problem in a new way, you give the buyer the opportunity to be among the first to achieve results in the area.

Here's an example: several years ago, only 17% of your clients' workforces worked from home, but now 56% do. And you're finding in your research that, while in some ways your client is *gaining* productivity, they're *losing* productivity in three other areas. But, because of your new approach for solving this problem, you believe you can negate all three problem areas and help your buyers achieve a 15% productivity gain overall.

Then you can show how, for this customer, that might equal millions of dollars saved, tens of millions of dollars earned, or some other metric that would apply for them.

Even if it's early in the process, you might show how a tantalizing opportunity could apply for them in general terms like this:

\$3,200 saved annually per employee
X 1,400 employees
\$4,800,000 in costs saved

Later in the sales process, you should customize the ROI case to the buyer based on more specific analysis. But early in the sale, it's important to establish the significant opportunity available to those who are willing to act.

The better you can show specific, real results, the more confidence you'll build that the buyer can achieve them too.

How to Build Your Convincing Story

4. A Breakthrough Approach Is the Answer

Let's look at a totally different type of example. The diet and weight loss industry has failure rates that can challenge buyer belief in any given program. Recently, we saw Weight Watchers make a bold brand change to redefine itself as WW, with more of an emphasis on overall wellness and less on shedding pounds.

To the prospective buyer, WW would appear to be deeper, more focused on mindset, and a connection to a healthy lifestyle. Why is this important? Because it's different, and a breakthrough approach less likely to be compared to past failures.

When buyers are presented with a new way of thinking, they begin to hope that past failures won't repeat themselves. To build a buyer's confidence, the approach must be different enough to lead the buyer to believe a different outcome is in the offing. You do that when you establish your "this way... not that" case solidly.

What follows here depends on your offering and your stage in the sales process. Early in the process you might want a few slides to show how what you do stands out from the typical approach. Later in the sales process, you'll probably want to outline the specific approach you've crafted for this customer.

The 5 Cases Sellers Must Make to Drive Change

Insight sellers make a strong case for change in five key areas to influence buyers to think a new way:

1. **Priorities:** *Do this, not that...*
2. **Approaches:** *This way, not that...*
3. **Return on Investment:** *Because...*
4. **Decisions:** *Act now, not later...*
5. **Partners:** *With us, not them.*

Following the five-case process will ensure the value proposition for each buyer is as strong as it can be.

How to Build Your Convincing Story

5. It'll Work

The team here at RAIN Group once performed a sales opportunity loss analysis for one of our clients. Our client told us, “The ROI for this prospect would have been 25X achieved in just six months. I don’t know why they didn’t see it.”

When we asked the client’s prospect, they said, “Oh I saw it. I got it. I would have liked to achieve it. But I didn’t believe it would come true. If I did, I would have signed.”

In our experience, not building buyer belief that something will work—the substantiation part of the value proposition—is a huge reason sellers lose to “no decision” or to the competition, especially when their prices are higher or they’re trying to unseat an incumbent.

It’s the fear of failure—the risk—that concerns the buyer, not the reward.

To combat this early in the sale, have the following at the ready:

- Case studies with named buyers
- Testimonial letters and videos with named results

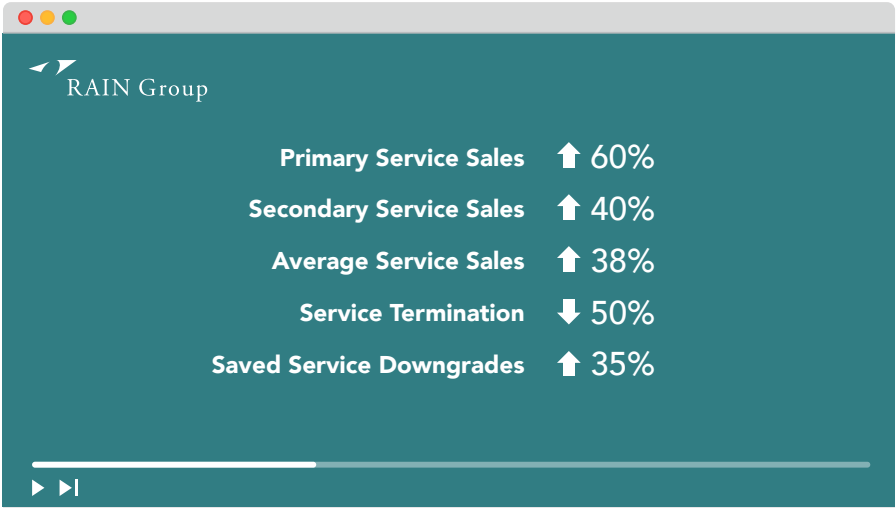
The names are important. For example, we have a case study that shows Bright Horizons Family Solutions increased its average size of sale by 38%. When one of our consultants mention this, they often navigate to the [two-minute](#) video where the client shares these results.

If you don’t have named case studies, or if you’re selling something totally new to the market, it’s even more important for you to make a strong case.

This might mean using:

- Case studies without names
- Demonstrations and explainers of how what you do works and produces results, or will if certain conditions are met
- Willingness of your current or past clients and customers to act as references for you

If you want to inspire a buyer to consider a new idea—to set a new priority or change approaches—use the Convincing Story as the framework to make your case.



The Presentation as Conversation

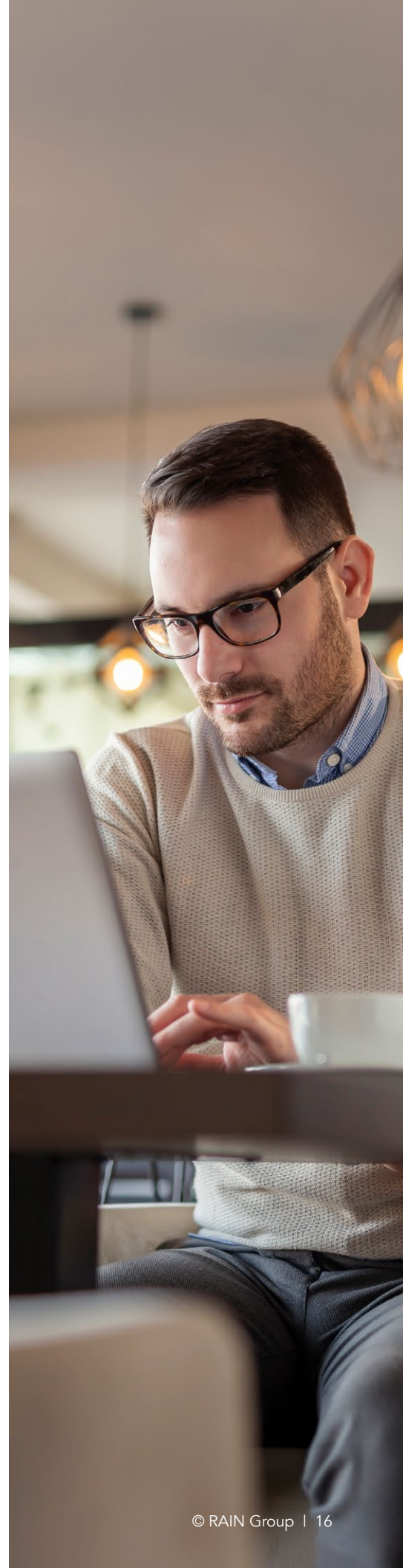
Whether you're presenting early or late in the sales process, the meetings that typically lead to the best outcomes are the ones that invite conversation and discussion throughout.

Take these steps to transform your presentations into collaborative discussions with buyers and influencers.

- **Build rapport.** Attend to the basics of good meeting etiquette. Extend greetings. Make eye contact. Break the ice. Be prepared to chat a bit to establish a connection with people. Have a few conversational tidbits at the ready to share.
- **Lead the transition into the agenda and kick off the meeting.** Share an introduction that kicks off why you're meeting and sets expectations. It's not unusual for meetings to go awry when people don't know why they are there—or think they're there for different reasons.
- **Set the stage for buyers to be active participants** in the process, not passive listeners. Ask buyers to dive in with thoughts and questions at any time. And be sure to confirm the time available. That way you can adjust to any changes—whether that means early departures or even additional time.
- **Share how you plan to proceed.** You might say something like, "For the next 15 minutes I'll walk through three trends and how this new technology is changing how firms like yours are approaching product development. Then we can spend the following 15 minutes or so discussing the idea. If you think it has merit, we can discuss whether it's possible to apply it here and what that might look like."
- **Get their desires for the meeting on the table.** "Before we get going, is there anything in particular you'd like to make sure we cover by the time we're done? What will make this meeting worthwhile to you?" You never know what you'll hear, but whatever it is, you want to do what you can to address it. The more you know, the more you can tailor the discussion to their agenda and desires.
- **Ask again to be interrupted and to make it a conversation** before you dive into your presentation. Yes, you want to get your points across in the Convincing Story framework, but often the best discussions aren't linear with you talking and buyers listening. Repeat your request to be interrupted. If you are, you'll know the buyers are engaged.
- **Tell your story** using the Convincing Story framework. And keep it to your designated timeframe. Remember, if you're inviting conversation with questions throughout the presentation, time can pass quickly.

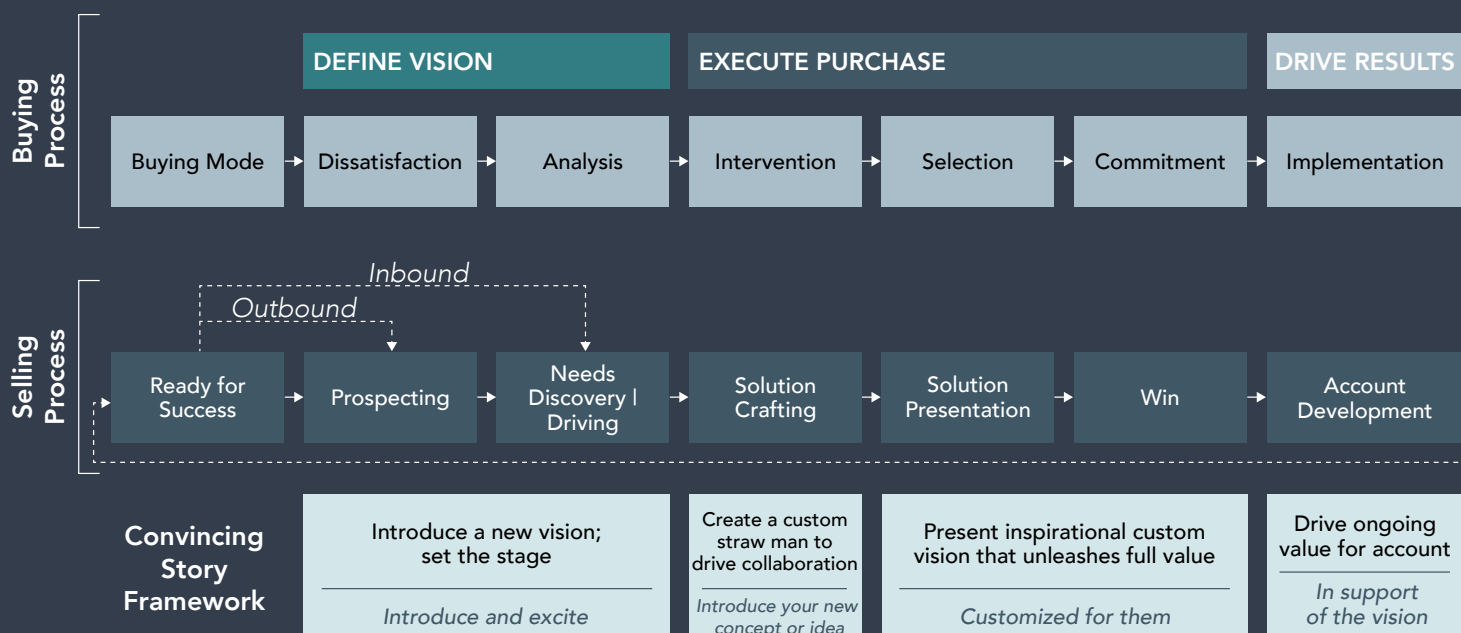
- **Ask incisive questions** when your story shifts to inquiry and collaboration to push insights further. For example:
 - How would this work here?
 - Would this work here?
 - Why wouldn't it work here? What would get in the way?
 - Do you believe this kind of return is possible?
 - If yes, what needs to happen to get something underway? Why wouldn't you do it?
 - If no, why not? Why don't you believe it's possible? Have you tried something like this before and failed? Is there not a cultural fit?
 - How do you think we'd need to alter or change our approach to make this work here? How would you see it all panning out if we did this and got the best results?

Finally, when you close the discussion, establish a firm next step that advances you toward the sale.



The Difference Between Early and Late Sales Cycle Convincing Stories

Insight sellers use Convincing Stories to their advantage throughout the sales process.



Early in the sales cycle, focus on priorities and approaches. At first, buyers need to know that something new and different to them is even possible. The Convincing Story you use here needs to *introduce and excite*. This helps buyers set new priorities and inspires them to tackle priorities—new or existing—through different approaches.

In the early part of the sales cycle, when you're prospecting and driving need, you're trying to drive a wedge in buyers' agendas. It's likely you set the meeting; buyers usually haven't asked you to come in and educate them about an idea they don't even know exists.

It's also likely you're selling against somewhat general needs—such as increasing revenue,

reducing costs, becoming more efficient, or increasing competitiveness—and you'll be introducing new concepts and ideas for how to make an impact on these core business issues.

Finally, the buyer typically doesn't know about this new offering, and even if they do, they often don't know much about it.

To run this type of early-stage meeting, keep those things in mind. Unfortunately, many sellers don't. They blindly start doing needs discovery and asking a bevy of questions. Put yourself in the buyer's shoes: imagine what you'd think if someone set a meeting with you to discuss a new idea, service, or product you're not familiar with, only to have them start peppering you with questions.

Instead, you might ask a few questions to set up the conversation, but your focus should be on delivering your Convincing Story to *introduce your new concept or idea*—one that grabs buyers' attention, excites them, and sets the direction. It's only after you've captured their attention that you shift to inquiry.

Later in the sales cycle, the focus is on case-making. Buyers need to be able to make the case—in terms of priorities, approaches, impact, decisions, and partners—to move forward with a purchase. These cases come together in one Convincing Story.

In the middle of the sales cycle, you can use a draft Convincing Story with your key buyers. Let's say you've driven and uncovered need and done research on the buyers. Now you can build a preliminary Convincing Story of how your idea will work *in their context* with an approach *customized for them*.

The key word here is *preliminary*. Walk the buyer through it, less as a formal presentation and more as a way to gather feedback. Then you can collaborate to get their ideas and create and shape a final presentation with maximum impact.

Do this and the Convincing Story—and underlying agenda for action—becomes *their story* and their agenda for action. Once it's just right, you can roll out the Convincing Story to the rest of the stakeholders.

Another way to use a Convincing Story in the middle of a sales process is when you receive an RFP that you see can be improved. If you can get fifteen minutes with a buyer, sometimes you can reshape their vision of what's possible or how to approach their challenge.

Finally, at the end of the sales cycle, you can shape your finalist presentation in the form of a Convincing Story to win the business. By this point, you should have a tight and vetted story. You might even deliver it to your key contacts in advance of the finalist presentation. If that's not possible, perhaps you can co-opt them to make comments in support of the vision to show why it'll work.

Again, this makes it *their vision and agenda* as much as yours. And, whether you've been able to collaborate beforehand, you can still do it in your finalist presentation by continuing to shape the story and collaborate on the solution. Do this and you demonstrate how you're the best choice and the best partner for them.

Prepare Your Convincing Story

The difference between success and failure when you're trying to inspire buyers with a Convincing Story often lies in preparation. You must actively prepare the Convincing Story—which means actively preparing your delivery.

Do your homework to address frequently overlooked elements of delivery by asking yourself:

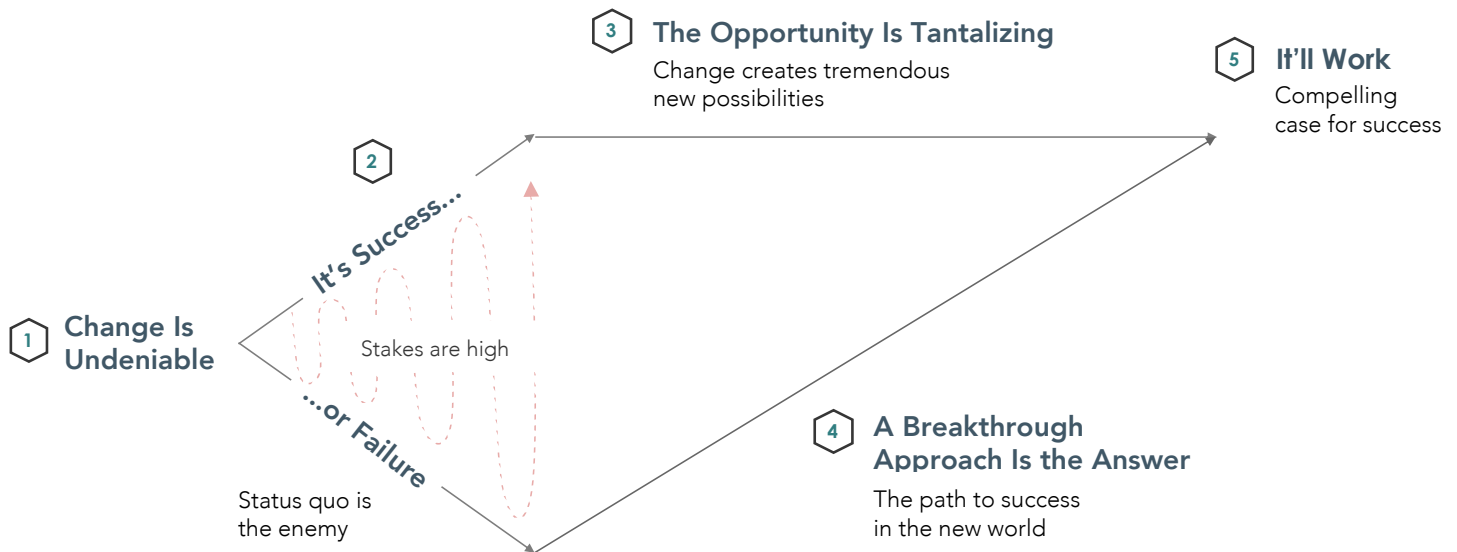
- ☐ Is it early in the process, when a more general discussion is more appropriate? Or is it late stage, when a more specific and customized presentation, like a proposal for business, would be better?
- ☐ Have I attended to the basics?
 - ☐ Answered what do I want them to learn?
 - ☐ Answered what do I want them to feel?
 - ☐ Answered what do want them to do?
 - ☐ Prepared to show previous similar results that'll build confidence the buyer can achieve them too?
 - ☐ Coupled a focus on ROI—the potential gain—with fear of loss to help buyers see the risk of inaction?
 - ☐ Built a custom ROI case?
- ☐ How much background on the buyer's strategy do I have for a) relevance, and b) impressiveness?
- ☐ Do I know key items on the agenda of the specific executives who will attend the meeting?
- ☐ Do I have insights into stakeholders and how to succeed communicating with them?
- ☐ Am I prepared to interact?
 - ☐ Do I know how and where?
 - ☐ Do I have questions planned?
- ☐ Am I ready to lead an effective collaborative discussion using the [4 Stages of Structured Problem Solving](#) if that becomes important?
- ☐ Does my marketing group have slides, visuals, or layouts of anything I can use so I don't re-invent or re-create materials?
- ☐ Where and how do I need to make something visually appealing?
- ☐ Will I present with:
 - ☐ Slides?
 - ☐ White board?
 - ☐ Virtually, with either slides or white board or something else?
 - ☐ Only verbally?
 - ☐ Something else, like video or a special visual element?
- ☐ Have I practiced? Do I need to?
- ☐ Am I going alone or is there a compelling reason to bring someone else?
- ☐ Am I prepared for common reactions and questions?
- ☐ Am I prepared for specific reactions and questions based on my knowledge of the audience and their thinking or styles?

Preparation builds your confidence, which translates into building confidence for the buyer that they'll achieve the results you've shown are possible by working with you.

10 Key Takeaways

If you need to deliver a persuasive presentation, follow RAIN Group's tried and true Convincing Story framework. To help you prepare to deliver Convincing Stories with confidence, here are 10 reminders and tips for success.

To begin, make sure you follow the framework.



1. Open with Change Is Undeniable. Why is it more difficult for buyers to succeed today? Why do they need to do something different? Set the stage for the buyer to set a new priority for action.

2. It's Success or Failure. Establish that the stakes are high, and that the middle ground is disappearing. Also, name the adversary, which is the status quo.

3. The Opportunity Is Tantalizing. Build excitement around new possibilities. Tell an ROI story that communicates the full power of the impact.

4. A Breakthrough Approach Is the Answer. Show how doing something different can lead to achieving great results.

5. It'll Work. Have collaborative conversations to build buyer confidence in you and the solution.

As you deliver your presentation according to the framework, keep the following in mind:

6. Make it a conversation, not a one-way pitch. Involve the buyer in the story to make it their story, not yours. Ask questions at key points throughout to drive interaction. When people are involved in something, they take ownership and become invested in its success.

7. As you plan your Convincing Story, answer three questions: What do you want the buyers to *learn* that's critically important? What do you want them to *feel* throughout and at the end of the discussion? What do you want them to *do* because of your Convincing Story?

8. Tailor the Convincing Story to where you are in the sales process. Early on, show specific and real results others have achieved to minimize fear of the new, as well as build confidence the buyer can achieve results. Later in the sale, customize the story, the solution, the ROI and benefits, and the substantiation "It'll work" case for the specific buyer.

9. Do your homework. Be prepared by doing your research on the buyer's background, strategic issues, and key agenda items of stakeholders who will be present at the meeting.

10. Practice your delivery. Know how you'll support the delivery of your Convincing Story. Will it be virtual or in person? Will it be strictly a verbal delivery? Will you use a white board, video, presentation slides, or other visuals?

Whether you're in person or online, follow the guidance in this ebook and use the tools in the toolkit, and you'll be ready to deliver a more compelling and persuasive sales presentation.



Turn Your Team into Insight Sellers

Change the Conversation, Drive Demand, and Differentiate through Insight Selling

The landscape of buying and selling has changed more in recent years than it has in preceding decades. Buyers are more sophisticated and have unlimited research and resources at their fingertips. Plus, in the current environment, more buyers are working remotely and facing increased distractions.

RAIN Group's Insight Selling training gives sellers the skills they need to capture attention, strengthen relationships, differentiate from their competition, and win more sales.

It's designed to balance learning and application so your sellers aren't out of the field too long, plus it's contextualized for your business and the sales situations your sellers regularly face so it's immediately applicable on-the-job.

Your team will learn to:

- Inspire buyers with ideas that matter to them
- Use cognitive reframing and disruption questions to open buyers' minds to new ideas
- Tell a Convincing Story that intrigues buyers, shapes their thinking, and drives the buying and selling process forward
- Craft breakthrough solutions that create new possibilities
- Lead executive-level conversations that shape buyers' agendas for action

[Click here to request a complimentary consultation →](#)



RAIN Group Delivers World-Class Sales Training

- Modular, multi-modal, and purpose-built for the **modern learner**.
- Unique approach to driving **behavior change** through training that we call Execution Assurance.
- Focused on driving the **business results** important to you.
- A **transformational experience** that ensures the development, adoption, and implementation of new skills.
- Action-oriented **coaching** prepares sellers for real situations and provides direct feedback.

RAIN Group Unleashes Sales Potential

We help organizations:

- Develop and improve sales strategy, process, messaging, and talent
- Enhance sales capability with award-winning sales training
- Design and execute strategic account management initiatives
- Increase effectiveness of sales management and coaching

Best IP: We study buying and selling relentlessly through the RAIN Group Center for Sales Research. Our research and field work allows us to create industry-leading intellectual property to help our clients achieve the greatest success.

Best Education System: We use the best education approaches, methods, and technologies to make training work, stick, and transfer to the job.

Best Results: We make it our mission to drive value and achieve the highest client satisfaction through excellence in quality and producing transformational results for our clients.



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