

Lesson 1-1 Course Introduction – Expectations Worksheet

Everyone loves a good story. That includes your customers and prospects. The right story will attract buyers by touching their hearts and minds. The right story releases the brain chemical Oxytocin, which promotes empathy for the story and its presenter.

A properly-constructed sales story can help you close more sales, sooner, at higher margins. That means more personal income for you, along with new opportunities.

Here are skills you will learn in this course on storytelling for sales professionals:

- The structure of a compelling sales story.
- How to apply compelling stories to your sales process.

Knowing a little about the goals of this course, what are your expectations?

How hard are you willing to work to achieve your expectations?