

Module Three:

Sales Appointments

Homeplay:
❖ What's Your Story

What's Your Story?

More than ever people are choosing to buy from people or companies that have a story or compelling reason for what they do. Often it is this story we buy, sometimes paying over the odds to be part of a 'solution', 'community' or 'tribe'. Including our story in our communications helps build rapport with our prospect and increases their 'know, like and trust'.

To help us identify your story, we need to unveil your passion and what drives you, what brought you to where you are today, and how it has uniquely qualified us for the job.

In the next session, we'll be looking closely at how you pitch your value, making this worksheet a vital investment of time.

You've created your transformational product because you believe it is what your prospects need. Why do they need it?

Why are you the best person to deliver it? What are your unique experiences that qualify you for the job? Why are you passionate about this?

What is the change in the world that you stand for?

How did you get to this point?

Also watch:

Start with Why by Simon Sinek – <https://youtu.be/IPYeCitXpxw>

Steve Jobs Stamford Commencement Address – <https://youtu.be/UF8uR6Z6KLc>