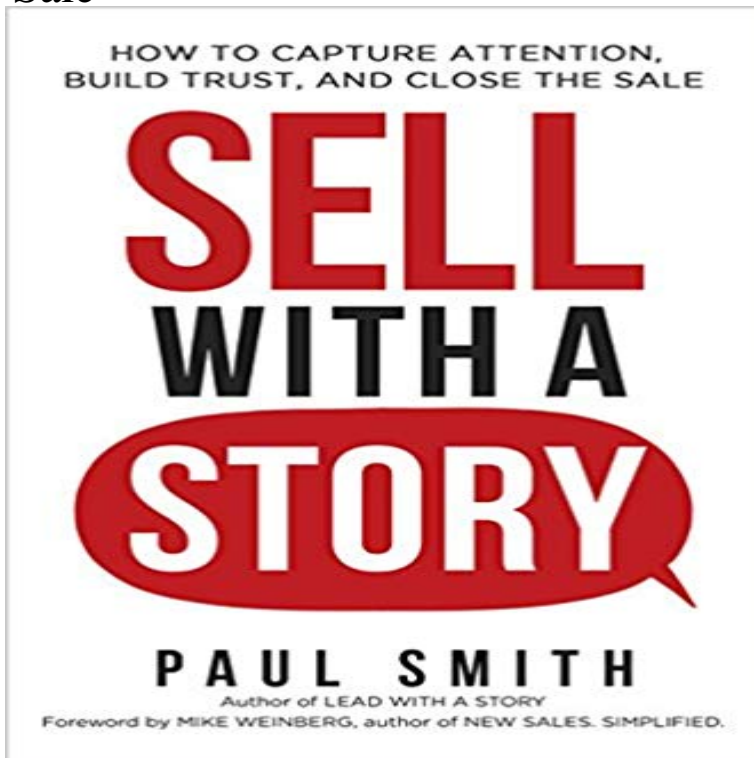


# Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale



Despite all the high-tech tools available to salespeople, the most personal method still works best. Storytelling packs the emotional punch to turn routine presentations into productive relationships. It explains products or services in ways that resonate; it connects people and creates momentum. Stories speak to the part of the brain where decisions are made.

Paul Smith, author of the acclaimed *Lead with a Story*, shifts his best-selling formula to the sales arena. In *Sell with a Story*, he identifies the ingredients of the most effective sales stories and reveals how to:

Select the right story Craft a compelling and memorable narrative Incorporate challenge, conflict, and resolution Use stories to introduce yourself, build rapport, address objections, add value, bring data to life, create a sense of urgency, and more Complete with model stories, skill-building exercises, and enlightening examples from Microsoft, Costco, Xerox, Abercrombie & Fitch, Hewlett Packard, and other top companies, this powerful and practical guide gives you the tools you need to turn your experiences into stories that sell.

```
window.ue_csm.cel_widgets = [ { id: detail-bullets }, { id: featurebullets_feature_div }, { id: summaryContainer }, { s: #revMHRL > DIV , id_gen: function(elem, index) { return custRev + (index + 1); } }, { id: sims_fbt }, { id: purchase-sims-feature }, { id: session-sims-feature }, { id: quickPromoBucketContent }, { id: productDescription }, { id: technicalSpecifications_feature_div }, { id: prodDetails }, { id: related_ads }, { id: technical-data }, { id: tagging_lazy_load_div }, { id: consumption-sims }, { id: moreBuyingChoices_feature_div }, { id: product-ads-feedback_feature_div }, { id: DAcrT }, { id: vtpsims }, { c: celwidget }, { id: fallbacksessionShvl }, { id: rhf }, { id: unifiedLocationPopoverSelections
```

```

}      ];      (function(a){ var
b=document.ue_backdetect;b&&b.ue_back
&&a.ue&&(a.ue.bfini=b.ue_back.value);a.
uet&&a.uet(be);a.onLdEnd&&(window.ad
dEventListener?window.addEventListener(
load,a.onLdEnd,!1):window.attachEvent&
&window.attachEvent(onload,a.onLdEnd))
;a.ueh&&a.ueh(0,window,load,a.onLd,1);a.
ue&&a.ue.tag&&(a.ue_furl&&a.ue_furl.sp
lit?(b=a.ue_furl.split(.))&&b[0]&&a.ue.tag
(b[0]):a.ue.tag(nofls)))(ue_csm);      var
ue_pty=Detail,      ue_spty=Glance,
ue_pti=0814437117;      v
(function(g,h){function      d(a,d){ var
b={};if(!e      !f)try{ var
c=h.sessionStorage;c?a&&(undefined!==ty
peof
d?c.setItem(a,d):b.val=c.getItem(a)):f=1 }ca
tch(g){e=1 }e&&(b.e=1);return      b}var
b=g.ue
{ },a=f,e,c,a=d(csmtid);f?a=NA:a.e?a=ET:(
a=a.val,a      (a=b.oid
NI,d(csmtid,a)),c=d(b.oid),c.e (c.val=c.val
0,d(b.oid,c.val+1)),b.ssw=d);b.tabid=a})(u
e_csm,window);      (function(b,c){ var
a=c.images;a&&a.length&&b.ue.count(tot
alImages,a.length)})(ue_csm,document);
(function(m,h){function      I(a){if(a)return
a.replace(/^\s+      //s+$/g,)}function
x(a,e){if(!a)return { };a.m&&a.m[k]&&(a=a
.m);var      b=e.m      e[k]
,b=a.m&&a.m[k]?b+a.m[k]:a.m&&a.m.tar
get&&a.m.target.tagName?b+(Error
handler invoked by +a.m.target.tagName+
tag):a.m?b+a.m:a[k]?b+a[k]:b+Unknown
error,b={ m:b,f:a.f      a.sourceURL
a.fileName      a.filename
a.m&&a.m.target&&a.m.target.src,l:a.l
a.line      a.lineno
a.lineNumber,c:a.c?+a.c:a.c,s:[],t:m.ue.d(),
name:a.name,type:a.type,csm:J+
+(a.fromOnError?onerror:
ueLogError)},d,c,g=0,f=0,n;c=h.location;d
=a.stack      (a.err?a.err.stack:);b[y]=e[y]
c&&c.href      missing;b[p]=e[p]
z;(c=e[q])&&(b[q]=+c);m.ue_ld_err&&h.p
erformance&&h.performance.timing&&(c
=h.performance.timing,f=window.performa
nce&&window.performance.now&&windo
w.performance.timing?window.performanc
e.now()+window.performance.timing.navig

```

```

ationStart:+new
Date,b.ld=0l.mxe))){l.ec++;l.ter.push(a);e=e
  {};}var b=a[p] e[p];e[p]=b;e[q]=a[q]
e[q];b&&b!=z l.ecf++;w(a, e)}}function
w(a,e){if(a){var b=x(a,e),d=e.channel
M;if(ue.log.isStub&&h[u]&&h[u][v]){var
c={};c[d]=b;try{var
g=h[u][v]({rid:ue.rid,sid:m.ue_sid,mid:m.u
e_mid,sn:m.ue_sn,reqs:[c]}),f=h1,n;if(n!=(
f[D]&&f[D](E,g))){var l;if(h[F]){var
k=new
h[F];k.onerror=s;k.ontimeout=s;k.onprogre
ss=s;k.onload=s;k.timeout=0;l=k}else{var
p;if(h[G]){var q=new
h[G];p=withCredentialsin q?q:void 0}else
p=void
0;l=p}n=1}if(d=n){d.open(POST,E,!0);if(d
[H])d[H](Content-type,text/plain);d.send(g
)}catch(r){}}else m.ue.log(b,
d,{nb:1});if(!a.fromOnError){g=h.console
{};d=g.error g.log s;c=h[u];f=Error
logged with the Track&Report JS errors
API(http://tiny1covqr6l8/wamazindeClieU
serJava):
;if(c&&c[v])try{f+=c[v](b)}catch(t){f+=no
info provided; converting to string
failed}else f+=b.m;d.apply(g,[f,b])}}var
G=XMLHttpRequest,F=XDomainRequest,
N=navigator,D=sendBeacon,v=stringify,u=
JSON,p=logLevel,q=attribution,y=pageUR
L,r=skipTrace,H=setRequestHeader,k=mes
sage,s=function(){},E=//+m.ue_furl+
/1/batch/1/OE/,l=m.ue_err,M=m.ue_err_ch
an
jserr,z=FATAL,J=v6,A=20,t=256,L=RegE
xp( (?([^\s]*):(\d+): \d+ )?.split(
),join(String.fromCharCode(92))),K=/.*@
.*)/(//d*);x[r]=1;C[r]=1;w[r]=1;(function()
{for(var a,e=0;e (function(c,d){var
b=c.ue,a=d.navigator;b&&b.tag&&a&&(a
=a.connection a.mozConnection
a.webkitConnection)&&a.type&&b.tag(net
Info:+a.type)})(ue_csm>window);
(function(c,d){function g(a,b){for(var
c=[],d=0;d
ue_csm.ue.exec(function(d,e,a){function
b(a,b){return{name:a,getFeatureValue:func
tion(){return void 0!==(b 0)}}}function
h(a,b,c){return{name:a,getFeatureValue:fu
nction(){return b===c 0}}}}function
g(a,b){return{name:a,getFeatureValue:func

```

```

tion(){for(var a=0;a < ue._bf.modules.push(
ue._bf.mpm(cc_ie5, 1) )
ue._bf.modules.push( ue._bf.mpm(cc_ie6,
1) ) ue._bf.modules.push(
ue._bf.mpm(cc_ie7, 1) )
ue._bf.modules.push( ue._bf.mpm(cc_ie8,
1) ) ue._bf.modules.push(
ue._bf.mpm(cc_ie9, 1) )
(function(g,b,h){function c(){var
a;a=h.cookie.match(/session-id=(/[w//-]+)/
);a=null!=a?a[1]:null;var
b=ue._sid,c=Date.now?Date.now():(new
Date).getTime();d[a]
(e.log({k:k,t:c,nsid:a,osid:b},f),d[a]=1)}var
k=sbk,f=csm;b=b.navigator.cookieEnabled
?!0:!1;var
e=g.ue,d={};e.log({k:cinf,enbl:b},f);b&&u
e._sid&&(d[ue._sid]=1,e.attach(beforeunloa
d,c),setInterval(c,1E3)))(ue._csm>window,
document);
ue._csm.ue.exec(function(e,f){var a=e.ue
{};b=a._wlo,d;if(a.ssw){d=a.ssw(CSM_pre
viousURL).val;var
c=f.location,b=b?b:c&&c.href?c.href.split(
#)[0]:void 0;c=(b
)===a.ssw(CSM_previousURL).val;!c&&
b&&a.ssw(CSM_previousURL,b);d=c?relo
ad:d?intrapage-transition:first-view}else
d=unknown;a._nt=d},NavTypeModule)(ue
._csm>window); var
ue._mbl=ue._csm.ue.exec(function(e,a){fun
ction k(f){b=f
{};a.AMZNPerformance=b;b.transition=b.t
ransition {} ;b.timing=b.timing
{};if((f=a.webclient&&function===typeof
webclient.getRealClickTime?a.cordova&&
a.cordova.platformId&&ios===cordova.plat
formId?!1:!0)!&&b.tags instanceof
Array){var
c;c=-1!=b.tags.indexOf(usesAppStartTime)
b.transition.type?!b.transition.type&&-1
(function(b){function
c(){if(a.log&&a.log.isStub){var
b=[];a.log.replay(function(a){var
c={};c[a[1]]=a[0];b.push(c)});b.length&&
k(b)} }function
k(a){if(e)a=f(a),b.navigator.sendBeacon(g,
a);else{a=f(a);var c=new
b[d];c.open(POST,g,!0);c.setRequestHeader&&c.setRequestHeader(Content-type,text/
plain);c.send(a)} }function f(a){return

```

```
JSON.stringify({rid:b.ue_id,sid:b.ue_sid,m
id:b.ue_mid,mkt:b.ue_mkt,sn:b.ue_sn,reqs:
a}))}var
d=XMLHttpRequest,a=b.ue,l=b[d]&&with
Credentialsin new b[d],e=b.navigator&&
b.navigator.sendBeacon,g=//+b.ue_furl+/1/
batch/1/OE/,h=b.ue_fci_ft;a&&(l
e)&&(a.attach&&(a.attach(beforeunload,c)
,a.attach(pagehide,c)),h&&b.setTimeout(c,
h),a._ffci=c)})(window);
```

Sell with a Story How to Capture Attention, Build Trust, and Close the Sale. PUBLICATION DATE: AUGUST 2016. Stories sell. Great SALES STORIES sell even - Buy Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale book online at best prices in India on Amazon.in. Read Sell with a Stories sell. Great SALES STORIES sell even more. Sell With a Story is a rich compilation of story techniques that can improve any persuasion process. Sell with a Story How to Capture Attention, Build Trust, and Close the Sale by Paul Smith (AMACOM, \$24.95).: Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale (Audible Audio Edition): Paul Smith, Audible Studios: Books.Stories sell. Great SALES STORIES sell even more. Sell With a Story is a rich compilation of story techniques that can improve any persuasion process. - Buy Sell With a Story: How to Capture Attention, Build Trust, and Close the Sale book online at best prices in India on Amazon.in. Read Sell With a Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale: Paul Smith, Mike Weinberg: 9780814437117: Books - .Stories sell. Great SALES STORIES sell even more. Sell With a Story is a rich compilation of story techniques that can improve any persuasion process.Scopri Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale di SMITH: spedizione gratuita per i clienti Prime e per ordini a partire da 29 Stories sell. Great SALES STORIES sell even more. Sell With a Story is a rich compilation of story techniques that can improve any persuasion