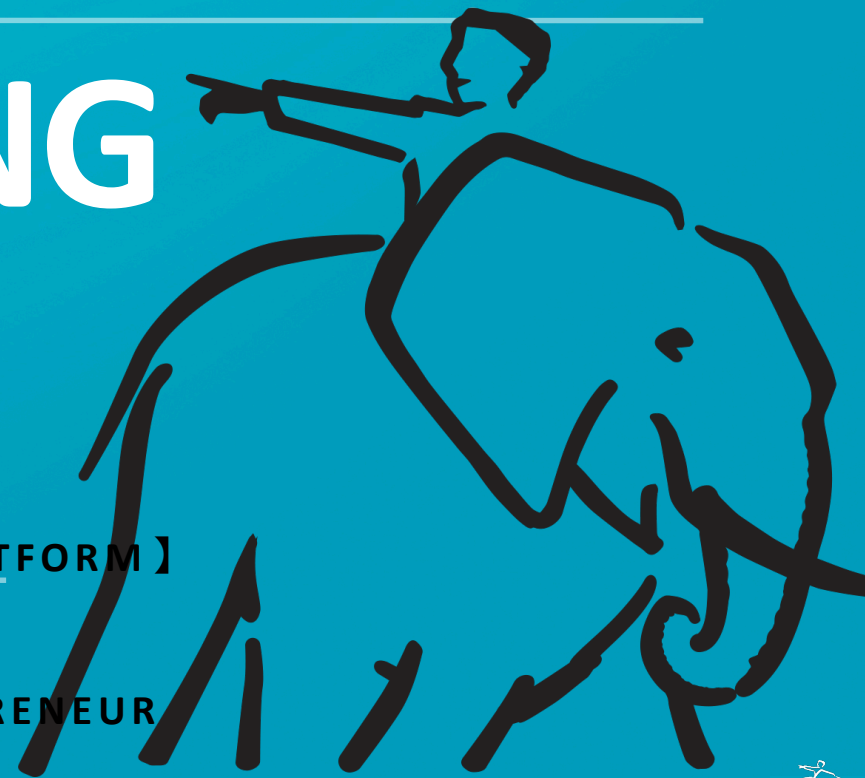


CONNECT, INFLUENCE AND SELL

STORY-TELLING FOR START-UPS



HK TECH 300 【NEW VENTURE CREATION PLATFORM】

PERRY LAM
EXECUTIVE COACH, STORY-TELLER & ASTROPRENEUR
JULY 29TH, 2021

STORY-POWERED SALES™



CHOICE



WHY SELLERS TELL STORIES





MEMORABLE



STORY FEATURES

**MULTI-
SENSORY**



**PULL
STRATEGY**

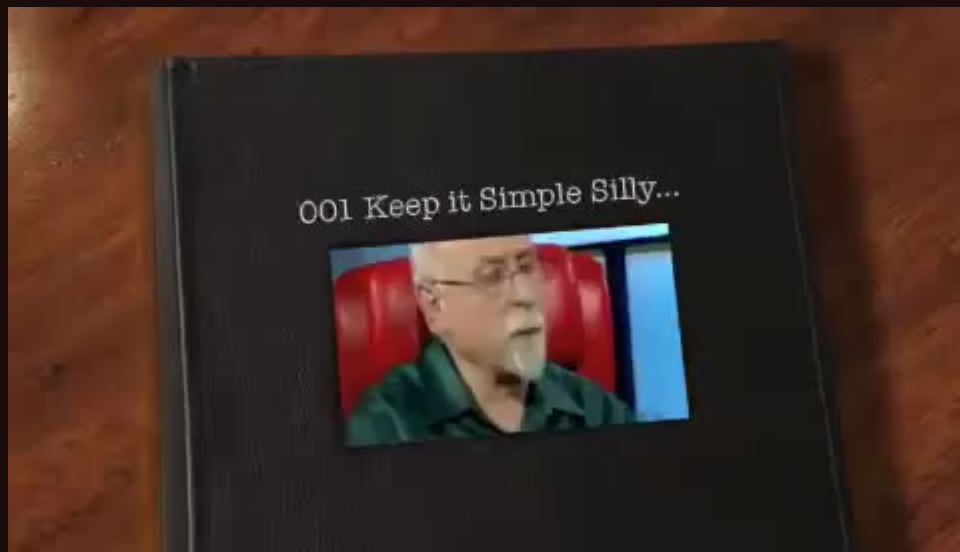




CHAT QUESTION

**WHAT DID
YOU INFER ABOUT
MY CHARACTER?**





001 Keep it Simple Silly (KISS)





STORY VERSUS NON-STORY

ABSTRACT



Statements, Assertions, opinions



Generalisations
Chronologies, broad events



Moments
-things you can see and feel

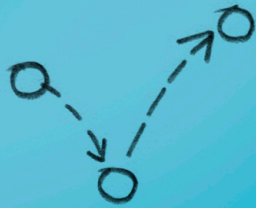


SPECIFIC





SPOTTING STORIES



**SEQUENCE OF
RELATED EVENTS**



TIME/PLACE



CHARACTER



SURPRISE



**BUSINESS
POINT**

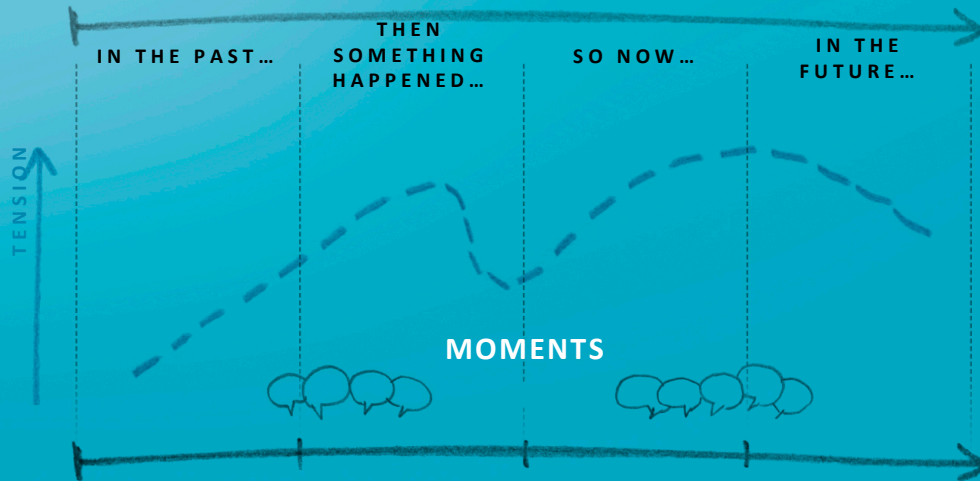
WWW.THESTORYTEST.COM



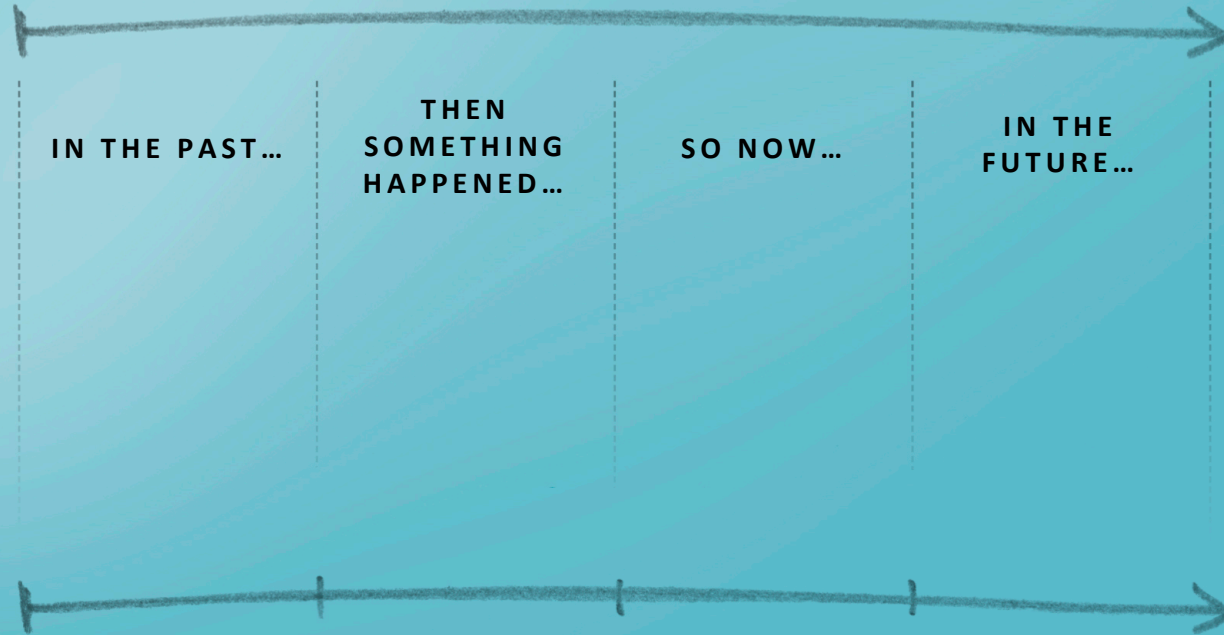
SELLING CHANGE



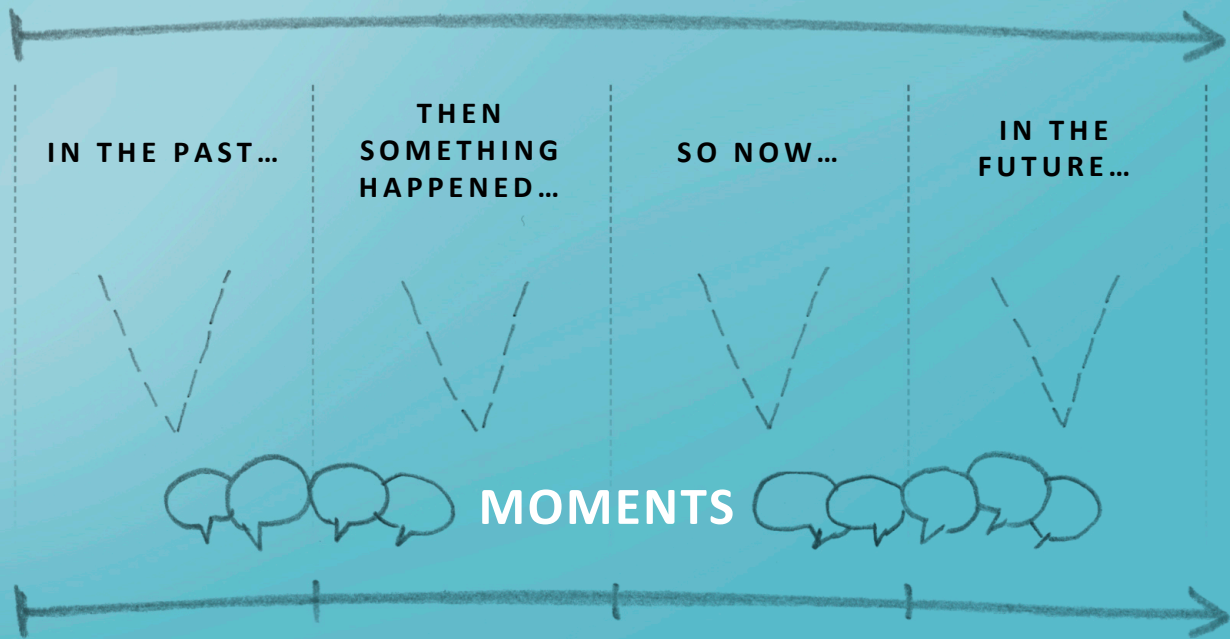
CLARITY STORY PATTERN



THE CLARITY STRUCTURE



ADD MOMENTS





AN EXAMPLE

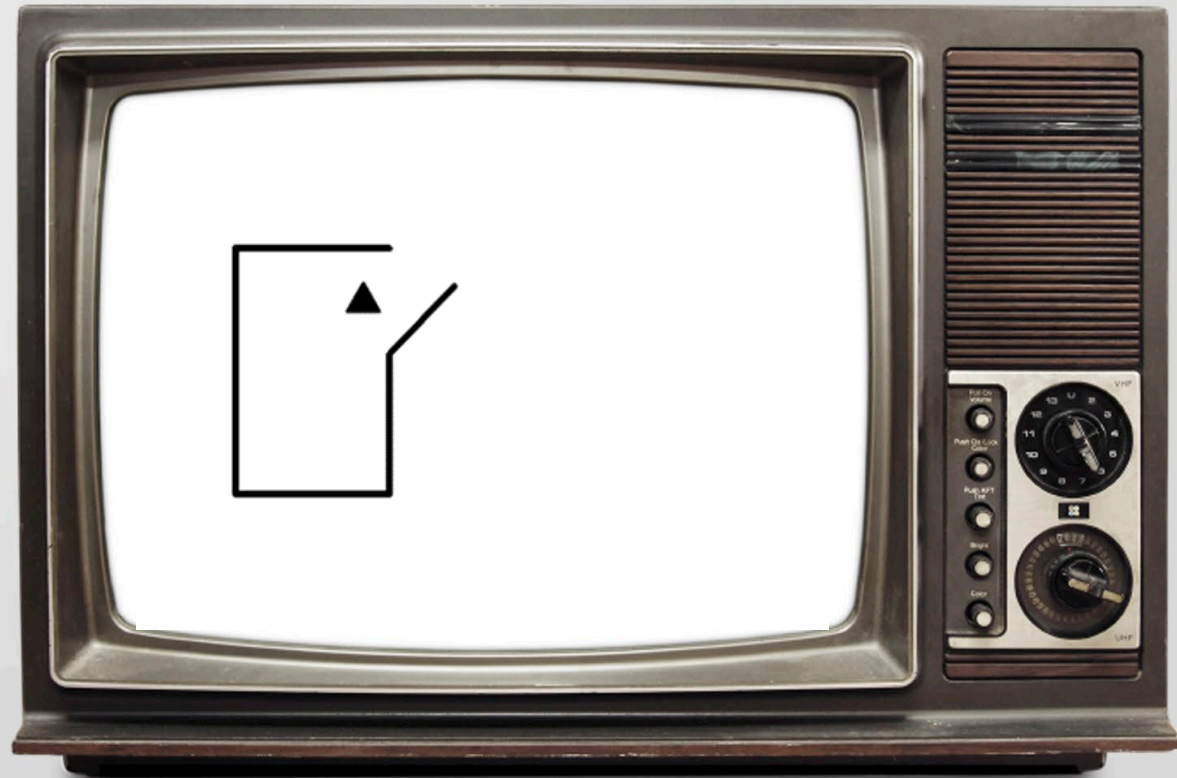


THE NEW ICLOUD STRATEGY





WHAT'S HAPPENING HERE?





YOU NEED TO TELL STORIES TO GET STORIES





CONNECT, INFLUENCE AND SELL

STORY POWERED SALES



STORY-POWERED SALES™





STORYTELLING FOR SALES WORKBOOK – PROVIDED TO EACH PARTICIPANT





CHOICE



IGNITE YOUR START-UP SUCCESS

WITH BUSINESS STORIES!!!





THANK YOU

Perry Lam

Chief Storytelling Officer

Hong Kong: (852) 6778-3288

Philippines: (852) 6778-3288 via Viber

Korea: (82) 2-3782-6868

URL: www.laminstitute.com

E-mail: perry@laminstitute.com

LinkedIn: <https://www.linkedin.com/in/laminstitute/>

