

# STORYSELLING

## If your presentations can't inspire people to action, what's the point of making them?

In every business setting, presentations should engage listeners, even entertain them. But can you *really* inspire people to overcome their resistance and make decisions that affect the bottom-line?

Yes, through **Storyselling** — a skill that has proven to help sell ideas, products and services because *everyone loves a story that's well told!*

Organizations like Land's End, Xerox, Verizon, and the World Bank consistently use storytelling to achieve goals in customer service, training, leadership, and knowledge management. Telling the right story in the right way gives them the edge — and can give you and your company a boost, too.

### **Becoming a powerful storyteller doesn't happen overnight.**

But you can take the first step to acquiring this essential business-building skill now. Bruce Hale guides you in a **Storyselling** workshop that shows you how to:

- Use rapport-building personal stories that help you persuade and sell effectively;
- Choose the right tales that captivate your audiences and cultivate change;
- Touch listeners in a personal way without triggering defensive responses.

### **Storyselling Workshop will boost your confidence and your results.**

It's ideal for managers and leaders, salespeople, customer contact staff, and presenters in all kinds of business settings.

#### **Bruce Hale**

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#### **What clients are saying about Bruce:**

"Provided a valuable perspective on building client relationships through storytelling. I learned new strategies that I want to incorporate into my insurance practice."

— William "Bud" Bridgers  
President, NAIFA Santa Barbara Chapter

"I have already started to apply his tips to my presentations. Don't miss him — he is too much fun!"

— Ginnie Thomas  
Health Advocate  
University of California at Santa Barbara

"After completing Bruce's storytelling workshop, we have the tools to truly captivate our audience. It is going to help our company tremendously!"

— Jason Weaver  
Branch Manager, LPL Financial Services

### **Bruce Hale delivers with Storyselling**

*This award-winning author and speaker is a Fulbright Scholar in Storytelling. Formerly a corporate speechwriter, Bruce now helps business people across North America connect and communicate through Storyselling. Contact Bruce to book a storytelling keynote or workshop.*

