

Goal-driven Storytelling for Business Development Reps



CONNECT REPEAT

Making Cold Calls... Warmer

In the 1-Day Goal-driven Storytelling for BDRs, inside sales and lead generation professionals will learn new techniques to capture the attention of prospects and end the day with new messages and tools they can use immediately.

As a business development pro each rep is working to capture attention and create a connection with new prospects. Goal-driven Storytelling techniques will enable them to streamline their process while providing customized and personalized interactions quickly and effectively.

1-Day Course Topics

- The biomechanics of why storytelling works and the science behind it
- Structures to quickly and consistently create interesting and memorable stories that will have them going viral within accounts
- How to use the three major story types, personal, metaphorical and customer-based to turn calls into leads
- Using simple and effective performance techniques to increase energy and better connect with prospects
- Using stories created in class, attendees will learn how to use readily available video tools to provide options to voice calls
 - Utilizing free offerings from Vidyard or Wistia, your team will learn:
 - Creating quality video with existing or inexpensive hardware
 - How to position themselves to provide a professional look
 - Maximizing audio quality
 - Simple lighting and staging techniques to turn their space into a studio environment