

VIRAL SELLING

AND

GOAL-DRIVEN STORYTELLING

ACTIVATING INTERNAL SOCIAL NETWORKS IN
THE SALES PROCESS



85% of sales decisions are made by groups.

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Social sharing is done when ideas are compelling and sharing them is simple and easy.

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Stories are remembered 14X as easily as facts and 3X more readily as visuals.

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A concise, well told story that teaches new ideas, information and concepts will be repeated to others.



Activate the face-2-face social network in organizations to propagate your messages like a viral image or video.

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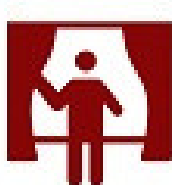
Deliver ideas and concepts in small, but complete visuals and stories to aid memory and simplify sharing

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Using targeted stories that focus on changing the listener's viewpoint activates chemicals in the human body to improve recall and empathy.

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Hearing your stories from internal colleagues will expand your presence within the prospect organization.



ITM Speakers
ACTING FOR BUSINESS