

The Art of Storytelling: The Art of Sales. One and the same?



BBI BRYSON
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People store information _____

The day was extended by _____

Fireside chatter: _____

Listeners and tellers: _____

Uri Hasson: A person telling stories can _____

When providing information in a business environment:

A spreadsheet: _____

_____ trumps _____.

Reward centers in the brain: _____

A somatic state: _____

A thought can trigger the same _____

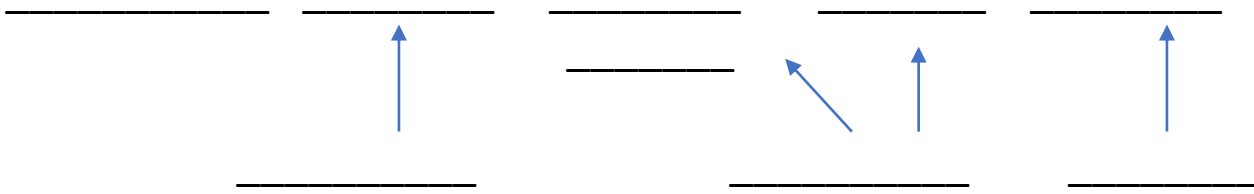
The amygdala: _____

Cortisol: _____

Dopamine: _____

Oxytocin: _____

The Marketing Channel



The science behind the stories: _____

Left Side: _____

Right Side: _____

Neocortex: _____

Stories activate _____

We see the whole picture!

Oxytocin: _____

Trust builds _____

Our prospect is asking himself:

The amygdala:

This increases retention by _____ times

Mirror Neurons: _____

People listening to the same story: _____

The _____ leads us to make _____

The _____ leads us to _____

If stories sell, why do we use so many facts?

In presentations: _____

Balance with _____

Come alive with _____

Use _____

Commercials should _____

Presentations MUST _____

A study of 1400 marketing campaigns:

Based on emotion: _____

Based on logic: _____

Based on both: _____

Are we writing ads that have emotional appeal?

Antonio Damasio's research: _____

Transportation theory: _____

Individuals altered their real-world beliefs _____

Radio and TV are the perfect vehicles to tell stories: _____

Storytelling for business:

Storytelling:

What makes a good story?

1. _____

2. _____

3. _____

Pixar's formula for a good story:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Tools to make a great story:

Metaphor: _____

Repetition: _____

Analogy: _____

Rule of Three: _____

Simple words: _____

Don't: _____ Do: _____

What types of stories do we need?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

Stories to get appointments with a new prospect:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to get appointments with a new prospect:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to illustrate long-term and event schedules:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to illustrate long-term and event schedules:

A hero: _____

A struggle: _____

A happy ending: _____

Stories about how advertising works:

A hero: _____

A struggle: _____

A happy ending: _____

Stories about how advertising works:

A hero: _____

A struggle: _____

A happy ending: _____

Stories about how to measure advertising:

A hero: _____

A struggle: _____

A happy ending: _____

Stories about how to measure advertising:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to reduce risk:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to reduce risk:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to avoid the “chicken out” period:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to avoid the “chicken out” period:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to avoid cancellations:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to avoid cancellations:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to ask for referrals:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to ask for referrals:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to create our company culture:

A hero: _____

A struggle: _____

A happy ending: _____

Stories to create our company culture:

A hero: _____

A struggle: _____

A happy ending: _____

Do we reward employees for “wow” stories?

The best salespeople are story-tellers

Your homework assignment: Share and catalogue your own stories.



SUCCESSFUL



BROADCAST SALES

THRIVING IN CHANGE

BY

PAT BRYSON

**INCLUDING
LESSONS
LEARNED
FROM
2020**

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