



Paid to THINK[®]
 A leader's toolkit for redefining your future



SELLING YOUR IDEAS WITH STORIES (Getting rapid buy-in)

Story Origins

Reason

Lesson

Personal Stories
 Life/Family/Youth/Travel/Fun/Etc.

Organization/Group Stories

Outside Stories
 News/Friends/Competitors/
 Research/Family/News/History/
 Legends/Heros/Etc.



Define the Connection

Make a clear connection to the story and the current Desired Outcome that you wish to accomplish through the use of analogies, connectors, references, scientific evidence, data, time lines, images, etc.

Make sure to be aware of cultural differences, age, gender, political views, upbringing, religious beliefs, etc. because a person's makeup will influence their perception of what you say and what you mean to say.



Bring It All Together

While you may think you are perfectly clear, you may not be. Make sure to tie all the messages together so that everyone is on the same page.

HINT: Don't overdo this part. The better the storyteller, the less you'll need to reiterate the lesson. The better crafted the reason, the less time necessary here.

The Desired Outcome is that by this point everyone knows what you're talking about.

**Stories may be positive, negative, explain what to do or not to do.*

Great sales people now how to mix up the order. They also realize that everyone loves a good story. This is a quick approach to connecting and yet the entire tool requires a lot of thinking and practice. Stories have characters and dialog.

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Story, Reason, then Lesson
 Lesson, Story, then Reason
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