



ILT 2 DAYS

# STORYTELLING

## Telling Stories through Demos

**Designed for those who present technical information to (non-technical) business audiences.**

Storytelling in business has emerged as a key sales and leadership discipline. And with the advent of SaaS and cloud-based apps, the ability to engage business audiences through demos (rather than PowerPoint) is key.

This course focuses on using storytelling in business presenting and demos so that key benefits and differentiators are communicated in an engaging and memorable way. Because people learn best by 'doing', not listening, participants put into action the concepts they learn immediately.

Participants make two presentations, one at the beginning and one at the end. We call this the "Jenny Craig" effect where everyone can see the difference.

### COURSE OUTCOMES

- Have a basic planning and delivery framework for any situation
- Learn from insights of great storytellers and apply to business scenarios
- Use real business stories that resonate with audiences
- Integrate the customers' needs into the story
- Use rhetorical questions to involve the audience more
- Have a simple roadmap that turns feature-benefit demos into engaging stories
- Provide real insights - offers a 'wow' moment
- Know which storyline will work best for the content and audience
- Deliver with comfort and confidence

### COURSE CONTENT

- The 5 P's - Purpose, Plot, Place, People & Points of Interest
- Defining Storytelling in Business
- Planning Framework
- Knowing Your Audience
- What's Your Message?
- Storytelling Rules
- Universal Stories

### TARGET AUDIENCE

Technical and Salespeople

### DURATION

Two day

### DELIVERY

Instructor Led Training (ILT)

