



# STORYTELLING THAT SELLS

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You may have the best ideas and possess the knowledge in executing your ideas but if you cannot present it effectively or get the necessary buy-in, achieving the outcome that you want becomes a real challenge. Storytelling is a powerful way to communicate your intentions and ideas to your target audience. They are great opportunities to transform the communication process from a passive perspective to a pro-active position. You can use storytelling to effectively persuade your audience to take a particular course of action, to convey information, to gain commitment or to provide a forum for discussion of ideas. Applying effective storytelling skills greatly enhance your ability to get the job done in an impactful and memorable manner.

This unique 2-day, activity driven program teaches skills that boost personal productivity and relationship building through increased understanding and effective implementation of the storytelling process. By providing you with a rigorous training environment, your active participation in our program will enable you to apply and sustain your learning to a point of forming winning habits. You will have the ability to create the greatest positive impact when you are presenting your next story.

## STAGES:

**Storytelling That Sells! focuses on the following areas:**

- Content delivery
- Content development
- Content setting
- Creativity
- Influence

## KEY TAKEAWAYS:

- Build winning relationships with your audience; employees, colleagues, customers and the public.
- Discover and model your storytelling skills.
- Rediscover your passion of selling.
- Speak with confidence.
- Use various storytelling strategies to achieve any desired outcome.

# PROGRAMME OUTLINE

## **PRESENTATION OVERVIEW**

- ✓ Introduction to storytelling
- ✓ The 3Ps in storytelling
- ✓ Styles in storytelling
- ✓ The heroic journey
- ✓ Storytelling structures

## **OPENING**

- ✓ Primers
- ✓ Using hooks
- ✓ Begin with the end in mind
- ✓ Rhetorical questions and statements
- ✓ Scripting

## **SET THE STAGE**

- ✓ Transition to reality
- ✓ Situation
- ✓ Problem
- ✓ Implication
- ✓ Pausing

## **STATE THE IDEA**

- ✓ Your solution
- ✓ The magic in the idea
- ✓ Contrast new with old
- ✓ Putting SUCCESS in the mix
- ✓ Needs pyramid

## **OPPORTUNITIES**

- ✓ 3-part list
- ✓ Features, advantages and benefits
- ✓ Unique selling propositions
- ✓ Critical success factors
- ✓ Ordering system

## **CLOSING**

- ✓ Summarize and confirm
- ✓ Question-fielding techniques
- ✓ Adding influence
- ✓ Timeline
- ✓ Call to action

## **PRESENTATION FLIGHT 1**

- ✓ Live demonstration
- ✓ The Hot Seat
- ✓ The role of the audience
- ✓ The art of feedback
- ✓ Objective and subjective review

## **PRESENTATION FLIGHT 2**

- ✓ Live demonstration
- ✓ The Hot Seat
- ✓ The role of the audience
- ✓ The art of feedback
- ✓ Objective and subjective review

## ✓ **Early Bird Discount**

10% discount for individual registration of 6 weeks in advance prior to programme date

## ✓ **Group Discount**

15% discount for group registration of 3 pax and above

## ✓ **Group Discount**

2 Days



## **INVESTMENT**

RM2,200.00 per pax

(Exclusive of 8% SST)

## **CONTACT**

### **MOLLY**

Tel : +6016 - 203 6177  
molly@globaltna.com

### **XIANGNEE**

Tel : +6012 - 203 6792  
: +6012 - 203 2977  
xiangnee@globaltna.com

Tel : +603-2381 1127  
Fax : +603-2381 1137  
Email : gtna@globaltna.com  
Website : www.globaltna.com

**GLOBAL TRAINING NETWORK  
ALLIANCES SDN BHD (727308-U)**

Lot 2-7-2, Tingkat 7  
Menara KLH (Business Centre)  
No. 2, Jalan Kasipillay  
(Off 2½ mile Jalan Ipoh)  
51200 Kuala Lumpur



# REGISTRATION FORM

## Storytelling That Sells

### Kuala Lumpur



26-27 February 2024  
(Mon & Tue)



25 - 26 September 2024  
(Wed - Thu)

[Click  
Here To  
Register](#)

Please complete the registration form and email it to [mollyglobaltna](mailto:mollyglobaltna) or '[Click here to register](#)' for online registration.

No.	NAME	DESIGNATION	I/C NO. / PASSPORT NO.	H/P NO.

#### SUBMITTED BY

NAME :

DESIGNATION :

COMPANY :

ADDRESS :

CONTACT  
DETAILS :

Tel (O) :

Fax (O) :

Handphone :

Email :

BANK  
DETAILS :

Bank : CIMB Bank Berhad, RIVERCITY 3RD MILE JALAN SULTAN AZLAN SHAH  
3RD MILE JALAN IPOH, 51200 KUALA LUMPUR

Account No : 800 8222 697      SWIFT Code : CIBBMYKL

Pay To : GLOBAL TRAINING NETWORK ALLIANCES SDN BHD

Payment Terms : All payments are to be made prior to programme.

Please email the bank-in slip and photocopy of cheque together with this registration form as proof of payment

SIGNATURE :

DATE :

#### Cancellation @ Refund

Registrations cancelled **MUST BE** in writing and received by us 1 week prior to programme date, and is subject to a 50% administrative and cancellation charge. Thereafter, no refund will be given. If the registered delegate is unable to attend, a replacement is allowed.

#### Disclaimer

The organizer reserves the right to postpone / cancel the programme, and / or change the venue / facilitator if necessary / due to unforeseen circumstances.