

What Great People Do Workshop

Building Trust Through the Power of Story

In the WHAT GREAT SALESPEOPLE DO workshop, participants will discover how to connect with, influence and inspire change in others. The WGSD Workshop is a research-based framework that harnesses the power of two underused and underdeveloped communication methods: *storytelling* and *story tending*.

Workshops are interactive, practical, experiential, and feedback-oriented. The workshop is broken into lecture, practice, coaching, and real life case study exercises. The workshop is structured in five phases over a two and a half day period.

Phase 1 – Participants will learn the new science behind how humans act: how we decide to trust, decide to change, how we allow ourselves to be influenced by some people and not by others, and how we decide to buy or not buy. Also, in phase I, attendees will learn the science behind the powerful effects of story on the human mind.

Phase II – Participants will learn how to build an inventory of stories, to be used in their sales cycles, using the WGSD card system, a universal story framework and a storyboard. The output of phase II will be a set of stories that follow this narrative form, to include: The Who Am I story, The Who I Represent story, Lesson Learned stories and Who I've Helped stories.

Phase III – Participants will gain the practice necessary to tell their stories authentically and passionately to their peers and will receive immediate feedback on their content and telling skills.

Phase IV – Participants will learn to be 'emotional detectives.' They will be immersed in an empathic listening model designed to help them learn to tend and fully 'get' the stories of their customers and prospects.

Phase V – Participants will apply their storytelling and story listening skills to real life professional situations. Attendees will leave the workshop with the ability to use Storytelling and Story Tending as way to foster collaborative, reciprocal conversations, which result in the trust, necessary to influence change.

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