

## ***Face-to-Face is the Ultimate Social Media***

Introduction | The Seeker | Engage Mindfulness | Look and See | Listen and Hear  
Yes and... | **StorySelling** | Sales Guru

### **Excerpts \* \* \* \* from StorySelling**

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To go forward, or not to go forward? How many more steps along this path will I be so unceremoniously passed on? I have no idea. How these pieces come together is still a mystery to me.

\* \* \* \*

Finally, I pick up the paper and dial the number. A clear, rich, melodic voice answers. "Hi, you reached Judith Gilman, what's your story?" I am about to respond when I realize it is a voice message. I give my name and start leaving my number when I hear the phone being picked up and a voice says, "So darling, I am Judith. I've been expecting you. What's your story?"

"What's my story?" I ask. "I'm not sure what you mean."

"You'll find out soon enough. So darling, here are the directions to my studio. See you tonight at seven."

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As I approach the massive paneled wooden door, it swings open. A handsome, tall commanding woman, with long, wavy jet-black hair, dressed in loose jeans and a bright yellow and raspberry sweatshirt emblazoned with

the words "Sharing the Fire" across the front, waves me to come in.

"So darling, you met the Sales Guru. You are lucky. There must be something special about you. He is very selective.

\* \* \* \*

We sit down. Judith asks me, "So what's your story?"

So what's your story?

"I'm not sure what you mean," I blurt out.

"We all have scores of personal stories in our internal database comprised of all the bits and bytes of memory that we've accumulated since birth. Those are the stories. Tell me one of your stories," she insists.

So I start telling her the story...

\* \* \* \*

"Boring, darling, boring!" she retorts. "That story couldn't get you admission to a free concert. It's all boring facts with no human interest and absolutely no emotional content whatsoever."

My ego deflates like a balloon stuck with a pin.

"Tell me a story in a way that makes me **look and see** and **listen and hear**. Engage me. Pull me into your present moment," demands Judith.

\* \* \* \*

Judith continues, "As I got older I realized the impact of storytelling and its ability to build an emotional connection between the teller and the listener. ....The Sales Guru calls it StorySelling."

\* \* \* \*

"I'm a professional storyteller," she says cheerily. "In addition to performing, I coach and train a variety of people in storytelling. Most of my clients are corporate executives and sales and business development professionals in major companies."

\* \* \* \*

Let's face it, darling, in today's commoditized marketplace, there are a number of people who can do exactly what you can do, as well as you can do it."

The real key to standing out is that you—your persona—are the only differentiator. It is really all about YOU connecting with others. They need a reason to connect with YOU. A fully realized and well-told story invokes the six senses in your audience so they can visualize what you say. The result is people will retain more from a mental image than from any PowerPointless image. Emotionally connected mental images are the key to getting to yes. That's where storytelling comes in."

"Well, it sounds well and good," I start...

Judith cuts me off, "It's better than well and good. Corporate executives across the country are being coached in storytelling. Sales and business development teams for Fortune 500—no change that to Fortune 100 companies—are being coached in storytelling.

\* \* \* \*

"Once an audience can create mental images and internalize your ideas in context with their life experiences, it shortens the route for you to get the yes.

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You will learn that most people base their decisions first on emotion, then on facts to support those decisions.

\* \* \* \*

People are not looking for feature/function. They want your insight into their problems.

\* \* \* \*

"Face-to-Face success takes a number of skills. You have been exposed to five skills sets to get you there. Use them and practice, practice, practice."

Abruptly she says, "So darling, we are done. Your next stop is back with the Sales Guru. You are expected at 10 o'clock tomorrow morning."

\* \* \* \*

"So darling, it's been nice meeting you. You aren't as boring as many. If you pass the test I'm sure I'll see you again." And with that, she walks me to the door and says goodbye with a big smile on her face.

