



# JAN FOX

4x Emmy Winner – Inspiring ((BOLD)) Speaking

THE  
**BOLD**  
SPEAKER

## ((BOLD)) Business Storytelling

Building bigger sales revenues requires ((BOLD)) Business Stories.

- ◆ They create client *desire* faster than facts and figures.
- ◆ They overcome *obstacles* with no argument.
- ◆ They close more *deals* without a long benefits list.

Dan Demers, CEO of Remission Consulting, says, “Sales professionals, Business Development Teams, CEOs and other Leaders who use visual imagery, *stories*, metaphor, and great presentation skills show higher close rates than those who use merely facts and figures. Trying to convince the client, even if you have a great relationship, is no longer enough.”

The ((BOLD)) Speaker + ((BOLD)) Storytelling deliver a 1-2 punch to motivate prospects to sign on the dotted line.

Discover:

- ◆ Why ((BOLD)) Business Stories sell
- ◆ How ((BOLD)) Business Stories connect
- ◆ What ((BOLD)) Business Stories deliver

In this training program, you will find out how your personal stories and your successful client stories convey important messages without making the sales process all about you.

Does your sales team have a distinct Business Story Voice? Learn how to develop it. Do you have a moving, compelling story about your business itself? Develop an easy formula that separates you from the competition.

Learn 3 sure-fire steps – each backed by a ((BOLD)) Business Story – to overcome objections quickly. Move beyond empathy to validation and advocacy.

Work with business story outlines. Create a story plan for your team. Develop your story tracking and sharing sheet. **Participants will have a chance to share their best business stories to receive instant laser coaching.**



Jan was the closing keynote for the American Translators Association Conference in Miami. ROUSING SUCCESS!

Move beyond  
empathy



validation



advocacy.