

SEED SELLER BLUEPRINT

Season 2: Selling Season



(4)

Prospecting



(5)

Sales Story



(6)

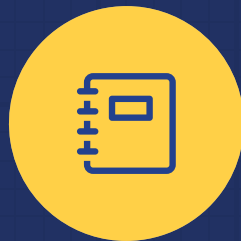
Develop Crop Plan

Season 2: Selling Season



(4)

Prospecting



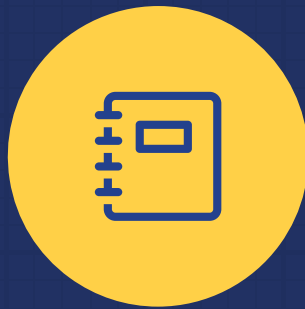
(5)

Sales Story



(6)

Develop Crop Plan



(5)

Sales Story

SELLING SEASON

(5) Sales Story



Do You Know?

- There are only two things you have to do to be successful in sales—make lots of calls and have a good story?
- If you don't have a sales StoryBook, you don't have an effective sales story?
- The purpose of a well-practiced sales story is to give the customer a better experience?
- The best way to develop a great story is to write it out word-for-word?
- The sales story is a conversation, not a presentation?
- The importance of developing transition statements and how to use them?
- A great sales story is designed to answer any question and handle any objection?

Sales Story Defined

When a salesperson calls on you, what do you expect from that experience? If you're like me, you want that rep to make the conversation as interesting and as valuable as possible. You would like to be pleasantly surprised at how good the seller is and to make you happy you gave the rep your time. You also want the call to result in that post-purchase feeling of satisfaction, making you happy for the opportunity to have made an intelligent buy from a professional, intelligent salesperson.

All of those positive feelings are a result of having a well-prepared, well-practiced sales story. Salespeople must create as much emotion as possible with buyers during a sales call, since buying is based totally on emotion. And the best way to create that emotion is by delivering an exciting and effective sales presentation—a great sales story.

"Finger in the Air" Strategies Don't Work Anymore

Have you ever driven into a customer or prospects yard or place of business with no idea of what you were going to talk about? Well, that's how I started my career in seed sales, and it doesn't work. Today's growers are too sophisticated to spend their time dealing with amateurs who have no idea what they're doing. Salespeople like to believe all they need is a good sales pitch. But, it doesn't work that way anymore.

You need to be able to handle all those questions and objections without hesitation. That's why a sales story is not simply a sales pitch—it manages and controls the entire sales conversation. It's everything that happens *after* the contact is made with a prospect or a customer. The sales story describes the seller, the company, and the products they represent in a way that emotionally moves the listener and gets them to want to hear more. A good story stimulates the key senses of sight, sound, and touch in the listener and gets the prospect or the customer emotionally involved in the buying process. A *good* sales story has a number of benefits for customers.

However, a *great* sales story carries an even more significant benefit for sales reps. The greatest benefit of all, and the number one purpose of developing a sales story, is that the rep knows how the sales call will start, what will happen during the call, how it will end, and what will happen next. That's equivalent to taking a test and knowing all the questions that will be on the test beforehand.

Every Sales Rep Can Develop a Great Story By Following Six Key Strategies

- 1 Write Out the Sales Call Opening Word-for-Word
- 2 Create a 3-section StoryBook Outline
- 3 Write Word-for-Word Dialogue for Each Outline Section
- 4 Put Product Dialogue into Intrinsic Value Form
- 5 Practice the 4 Kinds of Statements for Controlling the Conversation
- 6 Believe



1 Write Out the Sales Story Word-for-Word

The only real way a great sales story can be developed is by writing it out word-for-word. It amazes me that on this very first point, I usually lose most of my audience. They don't want to do the work, even though this simple act is the basis for all selling success. A building contractor wouldn't think of erecting a building without first putting in place the strongest foundation possible. He knows that any weaknesses in the structure base could result in the entire building falling down. The sales story works exactly the the same way.

Top sellers know that writing the sales story out in detail helps them fully understand what they need to say to have an effective, flawless presentation on a sales call. They would never put themselves in front of modern-day, discerning prospects without first making sure their story was going to guarantee their best chances of success in every situation. The sales story is the foundation on which all sellers depend on for success in sales.

Sales reps need to begin building that foundation by writing out their story word-for-word, including the conversations they want to have with both customers and prospective buyers. This process is also the first step in creating your very own sales StoryBook. The best part—once you complete this step, you don't have to do it again.

Get the prospect to say YES at least 3 times before you make a request.

You: Good morning _____, my name is Rod, Rod Osthus, I'm a High Yield Specialist with the RC Thomas Company. It's a pleasure to meet you. You know Tom Johnson, right?

Grower: Oh yeah, Tom's a good friend of mine.

You: He's one of the best producers in the county, wouldn't you agree?

Grower: Yes, he sure is.

You: Well, he said the same thing about you.

Grower: Oh, thank you.

You: Tom told me to stop by and visit with you about what we're doing with HIS operation. He said you'd like that.

Perception and relationship building: Getting the prospect to like you.

You: Boy, you really have a nice place here _____, you get a lot of compliments on it, don't you?

Grower: Yes, we do actually.

You: Is this your home farm?

Grower: Yes, my grandfather homesteaded it then my dad took it over and now I live here.

You: Very nice. Nice herd, are they registered?

Grower: Yes, they are.

You: Wow, would you mind if I took a look at them?

Grower: Sure, that'd be fine. Who did you say you were with?

You: The RC Thomas Company. We're the High Yield Specialists. We help farmers take their yields to new levels. How long have you been raising Registered Angus?

Grower: About 10 years.

You: That business continues to change fast too, doesn't it.

Grower: Yes, it sure does.

You: Do you A.I. exclusively?

Grower: Yes, we do.

You: Oh, before I forget, I have something for your wife. As I drove in the yard, I saw she raises flowers. Here's a package of 24 different wildflowers, it covers 1,000 square feet. My wife has a patch and just loves them. They come back every year and require absolutely no maintenance. Please give them to her.

Grower: Thank you. She'll like them.

You: I have something for you, too. Do you happen to read *MIT Technology Review*?

Grower: No, I don't.

You: There's an extensive article that directly affects all of us. It's about the safety of GMOs from an independent, scientific point-of-view. I think you'll enjoy it.

Grower: Gee, thanks, I'll definitely read it.

Repositioning the prospect.

You: Would you have a few minutes for me to show you some of the things we do with our program and how we achieve such great results with people like _____?

Grower: Yeah, I guess we could take a few minutes. Why don't we go into my office where it's more comfortable.

You: Thank you, that'd be great.

Setting up the conversation.

You: Before we get started, are you expecting any urgent calls in the next 20 minutes?



Grower: No.

You: Would it be ok if we turned our cell phones off just for a few minutes. The things we're going to talk about I think you'll find pretty important.

Grower: Sure, that's no problem.

You: Thank you very much, I really appreciate that.

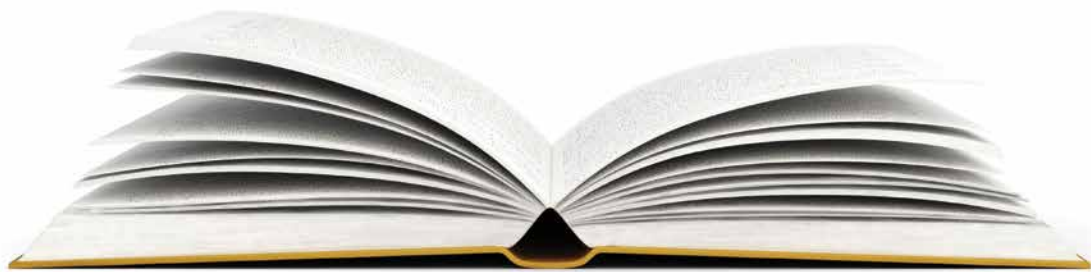
Once you're in position, present your sales story using your StoryBook.

2 Create a 3-Section StoryBook Outline

1. Raising Perceptions of **Yourself**
2. Raising Perceptions of **Your Company**
3. Raising Perceptions of **Your Offering**

Benefits of a StoryBook when delivering a sales story:

- It gives you a professional perception immediately
- You know how the sales call will start
- You know what will be talked about during the call
- Without it, you can't tell when a listener stops listening
- It gives the customer a "visual" of the upcoming relationship
- It appeals to multiple senses
- It keeps you in control
- It helps you manage your time
- You know how the sales call will end
- You know what will happen next



R.C. THOMAS COMPANY



**Taking Yields and Profits to
Unheard of Levels.**

RCTHOMAS
C O M P A N Y

Crop Planning Specialist

ROD OSTHUS

- Born raised farm Sioux Falls, SD
- BS Degree Agronomy South Dakota State U
- Registered Seed Technologist
- 5 ½ Years Research Trojan Seed Company
- 49 Years Seed Industry Experience
- Currently reside in Olivia, Minnesota
- Live Olivia, MN late wife, Sharon, 3 grown children



I work with top growers to help them take yields higher than they could on their own.



Corn Specialist

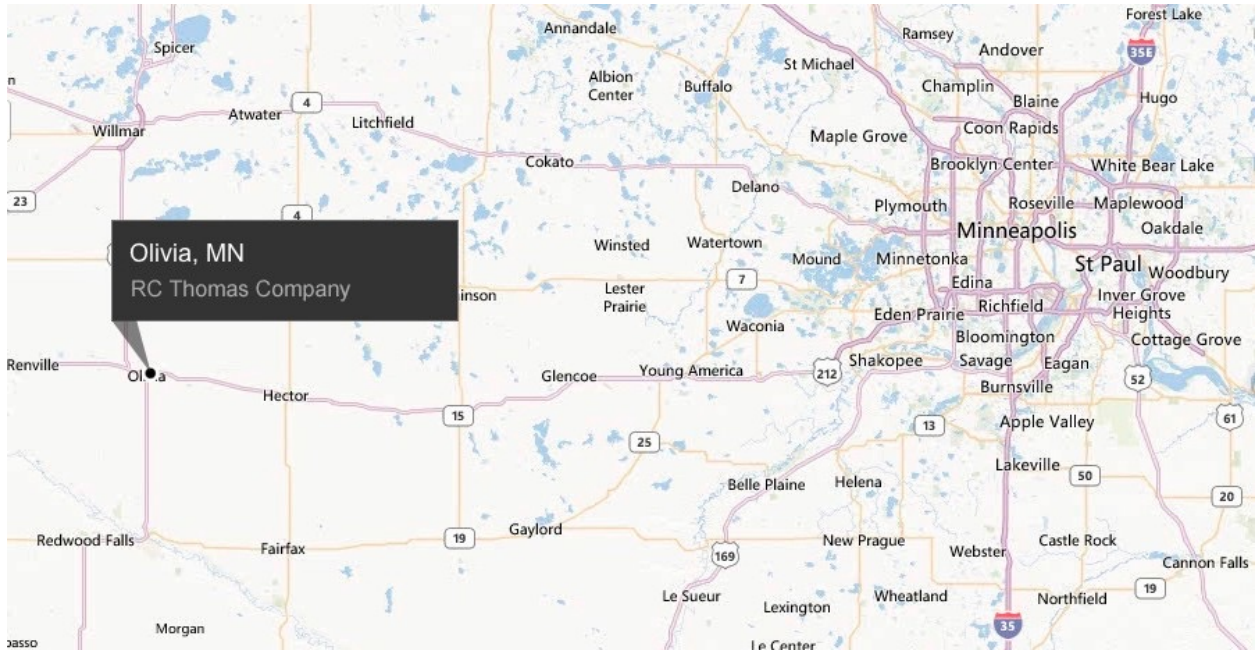
ROD OSTHUS

100,000+ Hours of Corn Production Experience



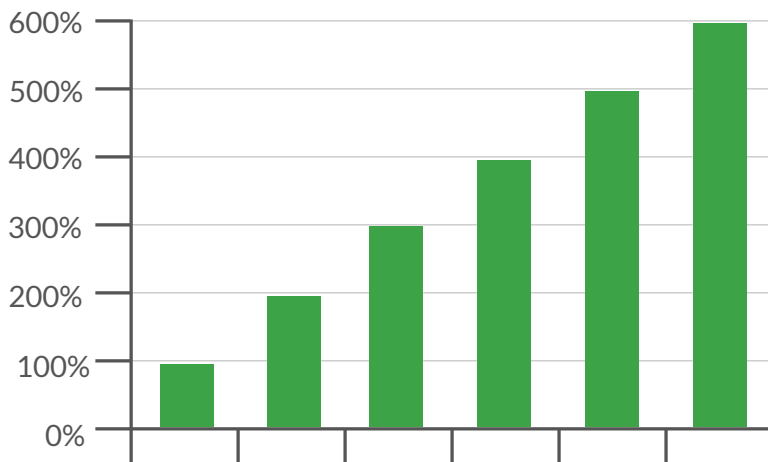
Headquarters

OLIVIA, MN



Where Do You Want To Take Your Business?

Growing Yields Is the Key to Growing Your Business!



3 Key Parts to Our Farm Growth Plan

ONE EARLY PLANNING



TWO FOLLOW A YIELD GROWTH SYSTEM



THREE UTILIZE SERVICES THAT SUPPORT PROGRESS



ONE Early Planning

The No.1 Factor to Getting the Highest Yields

We begin next year's cropping plans prior to harvest.



ONE

Early Planning

We can help you:


- Make the most important decisions far in advance
- Put all information at your finger-tips, earlier
- Stop wasting time—put it into getting higher yields



ONE Early Planning

We develop cropping plans prior to harvest, adding \$30-\$60/acre to a customer's bottom line.

- ➔ Decide how to manage the current crop in that field
- ➔ Purchase inputs for next year's crop in that field
- ➔ Determine tillage requirements for next year's crop in that field
- ➔ Allows grain marketing decisions for next year's crop
- ➔ More time to match the right varieties to the right fields


DETAILED CROP PLAN

Grower(s): Johnson Bros. Order# 1234

Crop: Corn

Field Name	Acres	Crop Planned	Prev Crop	Drainage	Fert.	Plant Population Rec.	Current Bu/1000	Variety Portfolio	Total Units
Home 120	120	F. Corn	Bns	W	M	34,500	5.8	97 Day - ACME 56277	41.4
Johnson 160	140	F. Corn	Bns	W	M	34,500	6.6	98 Day - ACME 55310	48.3
Tommy 200	65	F. Corn	Alfalfa	W	M	34,500	5.8	95 Day - ACME 55427	22.4
Smith 240	160	F. Corn	Peas	W	M	34,500	7.2	97 Day - ACME 56277	55.2
Total Units:									167.3

LEGEND

Drainage	Fertilizer
P = Poor	L = Low
A = Average	M = Medium
W = Well	H = High

Notes:

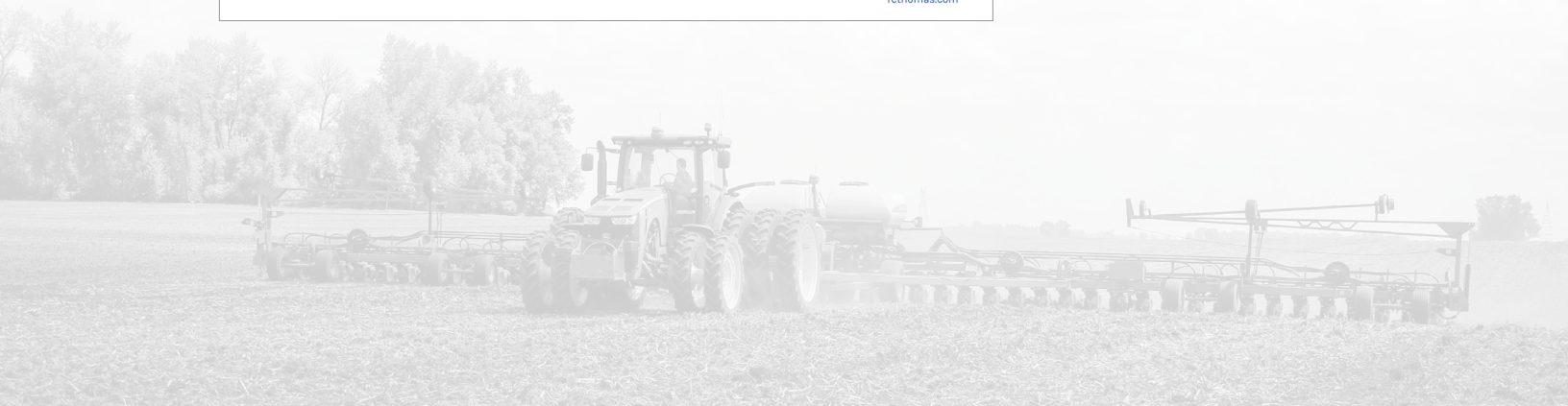
Spring 28% Pre-Emerge at 10 gal/A. _____

10-34-0 at 6 gal/A. _____

Crop Planning Specialist: _____

Date: _____

rcthomas.com



ONE

Cropping Plan Survey

PRODUCER NO. _____

Name _____ Spouse's
 name _____ Address _____ City
 _____ State _____ Zip _____ Phone _____ Cell
 _____ Email _____ Dog's name

OPTIONAL INFORMATION

Corn _____(acres) Soybeans _____(acres) Wheat _____(acres) Alfalfa _____(acres)
 Planting population _____ Plant spacing _____ Depth _____
 Harvest date _____ Fertilizer Goal N _____ P _____ K _____ Zn _____ Mg _____
 Fertilizer supplier _____ Chemical supplier _____

PERCENTAGE OF FARM SOIL TYPES

Light _____(%) Variable _____(%) Dark _____(%)

RECOMMENDED VARIETIES

Year 1	Qty	Year 2	Qty	Year 3	Qty

Total Units _____

Total Units _____

Total Units _____

CROP PLANNER: _____

Client Signature _____ Date _____

ONE Early Planning

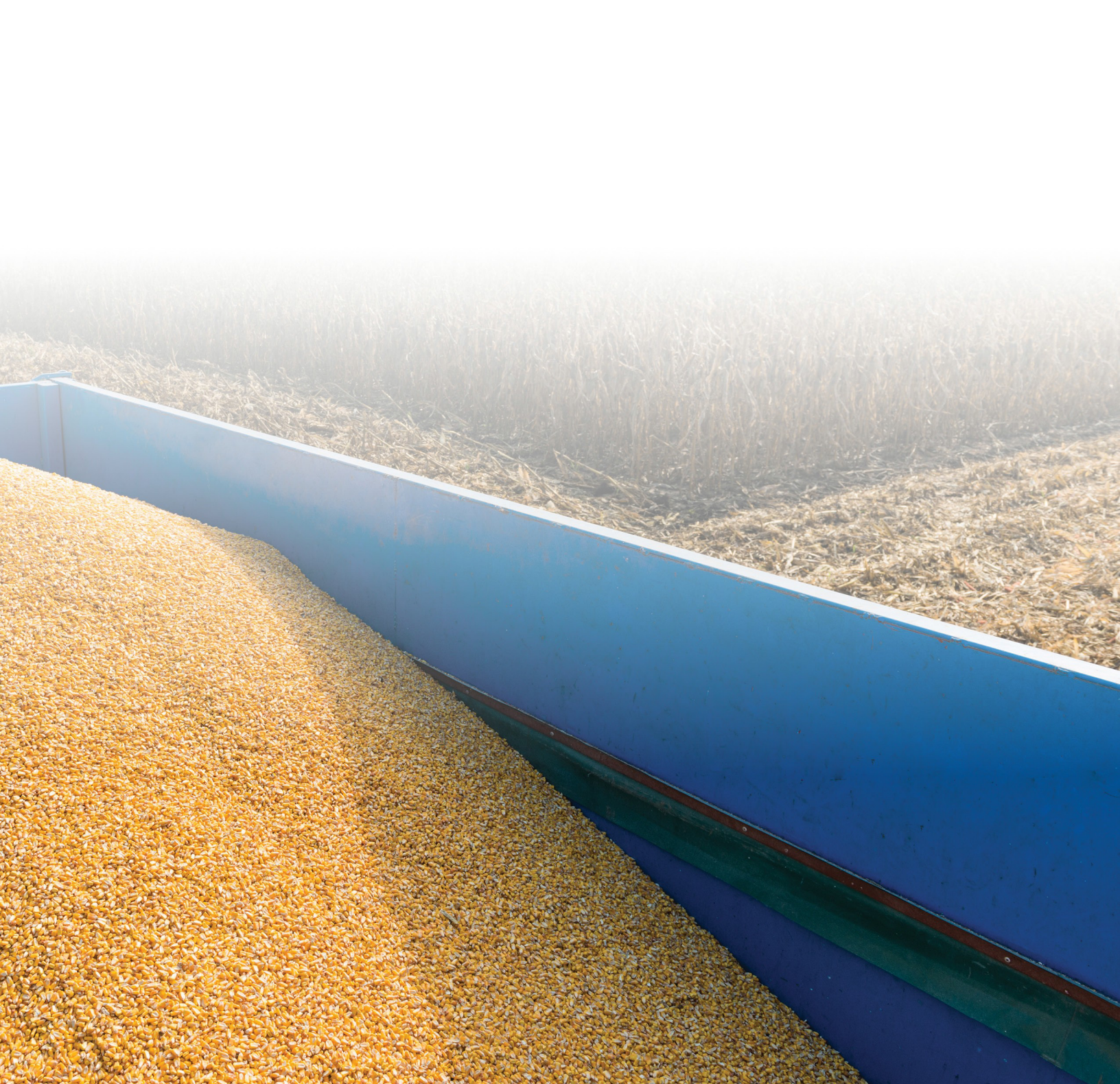
Planting Instructions By Pallet/Bulk Box/Field

Ensures easier, more accurate planting



TWO Follow a Yield Growth System

Our High Yield Program



TWO

Follow a Yield Growth System

We look at your fields before making any recommendations



TWO

Follow a Yield Growth System

It Starts with Maximizing Bushels Per 1000 Plants in Every Field.

Set a Bu/1000 Plant Goal For Each Field



TWO

Follow a Yield Growth System

Protect Your Crop from the 1000 Variables at the Start

Follow the Top 5 Factors to Produce a Top Crop

1. Soil condition at planting
2. Seed placement
3. Seed quality
4. Right variety in the right field
5. Post planting management



TWO Follow a Yield Growth System

Plant Treated Seed



TWO

Follow a Yield Growth System

Plant One Variety Per Field

The goal is to raise the yield of the entire field



TWO

Follow a Yield Growth System

Avoid planting the wrong variety in a field

75% of all varieties never perform to their potential because they're planted in the wrong field



TWO

Follow a Yield Growth System

Avoid non-symbiotic variety/soil relationships

Planting the same variety in a field 2+ years in a row

Applies to corn on corn only



TWO

Follow a Yield Growth System

Avoid basing next year's plans on last year's results

We create the product portfolio for you.



THREE

Utilize Services That Support Progress

Accurate, on-time service and seed delivery



THREE

Utilize Services That Support Progress

We Visit Your Seed Warehouse to Ensure Proper Storage

We encourage storing varieties by field



THREE

Utilize Services That Support Progress

We're there when you plant

100% of your yield is determined at planting



THREE

Utilize Services That Support Progress

We Guarantee On-Time Delivery

Order extra seed during planting—we will delivery it within 2 hours of when you call, or you get \$500!



THREE

Utilize Services That Support Progress

Replacement seed is FREE!

If you're not happy with your plant stand for any reason, we furnish the replacement seed FREE!



THREE

Utilize Services That Support Progress

We Help Scout Your Fields



TWO

Utilize Services That Support Progress

We ride combines during harvest!

We're There When You Harvest!

To validate next season's cropping plan!



3 Key Parts to Our Farm Growth Plan

ONE EARLY PLANNING



TWO FOLLOW A YIELD GROWTH SYSTEM



THREE UTILIZE SERVICES THAT SUPPORT PROGRESS



Your 10 Steps to Success!

1. Complete your cropping plan survey TODAY!
2. Set a date to visit our office and meet our people
3. Set a date after your office visit to look at our target fields.
4. Complete the cropping plan after the field visit.
5. Finalize variety-by-field by plan.
6. Inspect your warehouse
7. Deliver your seed.
8. Be there when you plant.
9. Be with you throughout the season.
10. Ride your harvester in the fall.

Focus on your 3-year yield goal.

Cropping Plan Survey

PRODUCER NO. _____

Name _____ Spouse's name _____
 Address _____ City _____
 State _____ Zip _____ Phone _____ Cell _____
 Email _____ Dog's name _____

OPTIONAL INFORMATION

Corn _____(acres) Soybeans _____(acres) Wheat _____(acres) Alfalfa _____(acres)
 Planting population _____ Plant spacing _____ Depth _____
 Harvest date _____ Fertilizer Goal N _____ P _____ K _____ Zn _____ Mg _____
 Fertilizer supplier _____ Chemical supplier _____

PERCENTAGE OF FARM SOIL TYPES

Light _____(%) Variable _____(%) Dark _____(%)

RECOMMENDED VARIETIES

Year 1	Qty	Year 2	Qty	Year 3	Qty

Total Units _____

Total Units _____

Total Units _____

CROP PLANNER: _____

Client Signature _____ Date _____



Blog | rcthomas.com



Twitter | twitter.com/rodosthus



LinkedIn | linkedin.com/in/rodosthus



YouTube | youtube.com/SeedSellerTV



Sales Training | rcthomas.com/training

Address

P.O. Box 206
Olivia, MN 56277
U.S.A.

Telephone

(320) 296-3218

E-mail

seedseller@rcthomas.com

For more sales training tools visit:
www.rcthomas.com

1. Raising Perceptions of Yourself

Create a 2-page BIO on Yourself:

Rod Osthus, Director Crop Planning

- Born/raised farm Sioux Falls, SD
- BS Degree Agronomy SDSU
- Registered Seed Technologist
- 5 ½ Years Research Trojan Seed Co.
- 40-Plus Years Seed Industry Experience
- Reside in Olivia, MN, late wife, Sharon, 3 grown children

I work with top growers to help them raise yields beyond their expectations.

2. Raising Perceptions of Your Company

- Headquarters Olivia, MN
- Being a Leader in the Marketplace Creates Growth
- Raising Perceptions of Your Offering

3. Raising Perceptions of Your Offering

Three Reasons for Our Growth:

- Early Planning
- Ultimate Yield System
- Superior Service Guaranteed

3

Write Word-for-Word Dialogue for Each Outline Section

Transition Statements

Making a sales conversation interesting and exciting is the most important thing a sales rep can do if the goal of getting an order is going to be achieved. The best way to do that is to involve the listener in the conversation.

The most successful sales calls rely on transition statements to accomplish that goal. Transition statements involve asking the grower questions that are directed at the farmer's own business at each point in the conversation. When you bring prospects and customers into conversations about themselves or their businesses, they start to get involved in the conversation.

Transition statements beget participation. They are, without a doubt, the most powerful part of every sales conversation. They allow the sales rep to lead the grower where they want him to go and get him to want to follow your lead.

Use transition statements to turn the sales story into a conversation rather than a presentation.

Rod Osthus, Director Crop Planning

- Born/raised farm Sioux Falls, SD
- BS Degree Agronomy SDSU
- Registered Seed Technologist
- 5 ½ Years Research Trojan Seed Co.
- 40-Plus Years Seed Industry Experience
- Reside in Olivia, MN, late wife, Sharon, 3 grown children

I work with top growers to help them raise yields beyond their expectations.

Transition Statement:

Farming has changed a lot over the years, hasn't it.

What kinds of changes have you made in your operation over the last 4-5 years?

(turn the page after he answers)

Rod Osthus, High Yield Corn Specialist

- 100,000+ Hours of Corn Production Experience



Transition Statement:

I have over 100,000 hours of corn production experience. How long have you been raising corn?

It's a fun crop to raise, isn't it. It really responds to management doesn't it.

(turn the page after he answers)

4 Put Product Dialogue Into Intrinsic Value Form

Product or Service	Features	Customer Benefits	Intrinsic Value
Hybrid A	STAY GREEN	GOOD STANDABILITY	FLEXIBLE HARVEST
			LESS WORRY
	EXCELLENT VIGOR	DISEASE RESISTANT	EASIER HARVEST
			LESS FIELD LOSS
	GOOD TEST WT	UNIFORM EMERGENCE	PERFECT STANDS
			GETS YIELD ON TRACK
		UNIFORM STANDS	UNIFORM PLANT SIZE
			WATER CONSERVATION
		HARDER TEXT GRAIN	LESS DOCKAGE
			LOWER DRY COST
	FASTER DRYING	LESS HARV DAMAGE	
		LESS SHRINK	
Your Product	Features	Customer Benefits	Intrinsic Value

5

Practice the 4 Kinds of Statements for Controlling the Conversation

- | | |
|---------------------------|-----------------------------------|
| 1. "Buy-In" Statements | 3. "Control" Statements |
| 2. "Ownership" Statements | 4. "Emotional/Logical" Statements |

A sales story without buy-in statements, control statements, and ownership statements is like eating, drinking, and talking on the phone while driving a car... **You Are Never In Control!**

1. Buy-In Statements**Controlling the Conversation Using Buy-In Statements**

- | | | | |
|----------------|----------------|--------------------|---------------|
| → Doesn't it | → Haven't they | → Isn't that right | → Couldn't it |
| → Wouldn't it | → Aren't they | → Won't you | → Isn't it |
| → Won't it | → Can't you | → Hasn't she | → Hasn't he |
| → Shouldn't we | → Don't we | → Don't you | → Didn't it |

Practice Buy-In Statements by Completing Each Sentence

- You're looking to make some real changes, _____!
- Maximum production is the most important factor to you, _____!
- Fast service is extra important, _____!
- He really does a nice job, _____!
- You really like being a good steward of the land, _____!
- We need to start planning earlier this year, _____!
- You said that you plant several crops to spread risk, _____!
- Now is the time to confirm your order, _____!

Make your own sentences using Buy-In Statements that will solve problems you face in the marketplace.

1. _____

2. _____

3. _____

2. Ownership Statements

Paint your prospect into ownership using statements that depict him making decisions on your product's use.

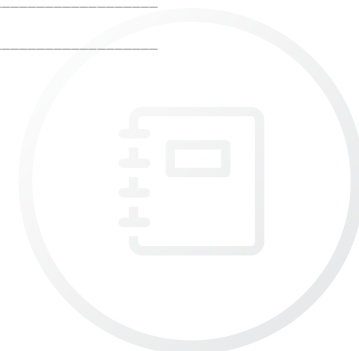
1. John, will you put this variety on the light ground across from your house?
2. Bill, will you plant this variety first on the new farm you just rented?
3. Frank, is this the variety you'll plant first because of its excellent seedling vigor?
4. Jack, is this the variety you'll plant on the farm with your toughest problems because of its new herbicide technology?

Make your own using Ownership Statements.

1. _____

2. _____

3. _____



3. Control Statements

Control Statements allow the seller to regain control and take the customer Outside the Circle.

1. **Customer:** How well do your varieties stand?
Seller: Do you have some particular fields causing you problems?
Customer: Yes, actually I do.
Seller: We'll address those issues during your field visits. Where do you plan to take your yields over the next 2-3 years?
2. **Customer:** Do you recommend high population with your varieties?
Seller: How many bushels per thousand plants are you getting right now?
Customer: What do you mean?
Seller: Plant population and row spacing have little to do with achieving top yields. We'll discuss that later. Where do you plan to take your yields over the next 2-3 years?
3. **Customer:** Can your varieties compete with Brand X?
Seller: 98% of the people who start with us never leave, the 2% who leave don't follow our plan! How long have you been farming?
4. **Customer:** What's your replant policy?
Seller: Have you had replant situations in the past?
Customer: Some years I have.
Seller: We don't have a replant policy, we have a replacement policy. All of our seed is guaranteed. If you're not happy with the stand for any reason, regardless of the cause, we will replace it free.
5. **Customer:** Do you have a finance program?
Seller: Do you normally finance your crop inputs?
Customer: No, but I may this year.
Seller: We'll talk about that a little later. Where do you plan to take your yields over the next 2-3 years.
6. **Customer:** Are your varieties resistant to phytophthora?
Seller: Do you have wet soils?
Customer: Some of my fields are wet, yes.
Seller: We will definitely address that during our field visits and make sure phytophthora resistance is in the portfolio we select.
7. **Customer:** _____
Seller: _____
Customer: _____
Seller: _____

Make your own using Control Statements.

1. _____

2. _____

3. _____

4. Emotion vs Logic

List the "logical" parts of competing in this marketplace.

- Must have good products
- Must have good service
- Must have product knowledge

The problem is logic doesn't sell because it's too logical.

List the "emotional" parts of competing in this marketplace.

- Looking successful
- Feeling successful
- Being well-organized
- Being professional
- Being excited
- Having a positive attitude

Emotion, by itself, doesn't sell because it is too shallow.

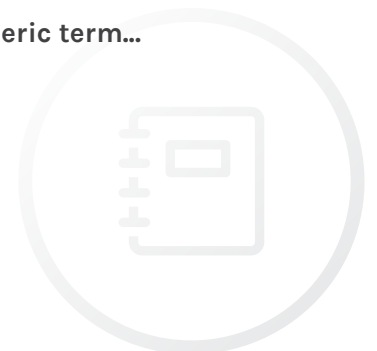
We must combine the two to make logic emotional.

How do you tell someone you have great product without showing him data...

- 98% of farmers who start with us never leave, the 2% who leave don't follow our plan.

How do you tell someone you have great service without making service a generic term...

- We guarantee to solve any problem within 24 hours or it's FREE.



How do you show someone you have a lot of product knowledge without telling him how smart you are...

→ I rode 68 harvesters and saw these varieties perform 64 times on 120 soil types.

How do you make an appointment emotional...

→ I know I'm a few minutes early, I hope that's okay!

6 Belief

Please rate yourself on a scale from 1-10, 10 being the highest, as to your **level of BELIEF** in 3 key areas of your business life (circle your answer).

Belief In Your Company 1 2 3 4 5 6 7 8 9 10

Belief In Yourself 1 2 3 4 5 6 7 8 9 10

Belief In Your Products 1 2 3 4 5 6 7 8 9 10

Average (Add the above numbers together and divide by 3) = _____

Everyone in your company must be an _____ in order to win in this marketplace.

To BELIEVE at a Level 11+ You Must do 3 Things:



+



+



Get Rid of Old Baggage!

What Baggage Are You Still Carrying?

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

Open Your Mind’s Eye, Look Closer, Observe, Appreciate What You Have!

What Do We Have That We Aren’t Recognizing?

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

Blind Belief and Complete Trust In Those You Work With!

What Are You Having Trouble Blindly Believing?

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |



You need "herd immunity"

Everyone On Your Entire Team Has to Have Total Belief!



"For those who believe, no proof is necessary. For those who don't believe, no proof is possible." - Stuart Chase

Role-Play Practice

A customer says your price is too high. _____

A grower tells you it's too early to order. _____

A prospect asks if you have a program that's as good as your competitors. _____

A customer says your products got beat by your competitor. _____

A prospect just wants you to put your seed in his test plot. _____

Summary

Do you know what to say when a prospect or customer asks you questions or throws an objection your way?

If you don't, those prospects and customers will take over the conversation and take you where you don't want to go and keep you there. Salespeople don't have to give up control or find themselves in losing conversations. Take the time to create a great story. Put it in StoryBook form and role-play practice it until it's perfect.

Remember, there are only two things you need to do to be successful in sales—makes lots of calls and have a great story. When you have a great story, you are much more willing to make more calls because you're having success.



FAQ of the StoryBook

1. How many pages are in the typical StoryBook?

It ranges from 25-35.

2. How long should the actual story last?

From 20-25 minutes.

3. Can I use my laptop to deliver my StoryBook?

Only for a PowerPoint presentation for 3 or more prospects. The most effective tool is a nicely bound full-color paper version or an iPad for each person to follow.

4. Do I use the same story on every prospect and customer?

Yes. The first year you use a StoryBook no one has heard it, so use the same StoryBook with everyone.

5. What about the second year, do I need two StoryBooks?

You'll have a tab in your StoryBook and in front of the tab will be your story for new prospects; behind the tab will be your story for current buyers.

6. Does each person in the company make their own StoryBook?

No. Everyone in the company needs to have the exact same story and StoryBook except for the BIO.

7. What is the proper sequence of a StoryBook?

First you raise perceptions of you, then your company, then your products.

8. Are the various products listed in the StoryBook?

No. The only purpose of the StoryBook is to raise perceptions, not sell products.

9. How do I keep the StoryBook from sounding like a "canned" speech?

Practice, Practice, Practice.

10. But isn't role-play practice different from an actual sales call?

No. They're the same. The seller plans how it's going to start, what will take place during the call, and how it will end.

DECISION TIME – SALES STORY

🔖 Strategy 1 _____

What I'm going to do: _____

When I'm going to do it: _____

How I'm going to do it: _____

🔖 Strategy 2 _____

What I'm going to do: _____

When I'm going to do it: _____

How I'm going to do it: _____

🔖 Strategy 3 _____

What I'm going to do: _____

When I'm going to do it: _____

How I'm going to do it: _____

🔖 **Strategy 4**

What I'm going to do:

When I'm going to do it:

How I'm going to do it:

🔖 **Strategy 5**

What I'm going to do:

When I'm going to do it:

How I'm going to do it:

🔖 **Strategy 6**

What I'm going to do:

When I'm going to do it:

How I'm going to do it:
