

MICHAEL BARRIS

Speaker, Bestselling Author & Speaking Coach



SPEAKING TOPICS

Video: michaelbarris.com/sample-talks

CRAFTING CONNECTIONS: HOW TO TELL STORIES THAT SEAL THE DEAL IN SALES

Attendees learn through Michael's individual feedback and group work how to tell compelling stories that prompt prospects to reciprocate with their own narratives and disclose the business problems they'd like to eliminate. The salesperson is granted entry to present their solution, laying the foundation for a deeper dialogue, an offer, and an eventual conversion.

8 STEPS TO CONNECTING THROUGH BUSINESS STORYTELLING

What kind of result do you want to get with your story? Present yourself as trustworthy and authoritative? Stress your firm's credibility while telling how it started? Talk up your CEO? Close a deal? Michael presents 8 essential strategies for leveraging storytelling to enhance connection in this practical and interactive breakout session.

Bestselling author and speaking coach Michael Barris shows sales professionals how to close more deals

using the power of connection and storytelling. With a background as a writer-editor for The Wall Street Journal, New York corporate communications professional, and Rutgers University public speaking professor, Michael reveals storytelling techniques that salespeople can use to arouse prospects emotionally. Prospects are inspired to share stories back - leading to more meaningful sales conversations and conversions.

BOOK MICHAEL HERE

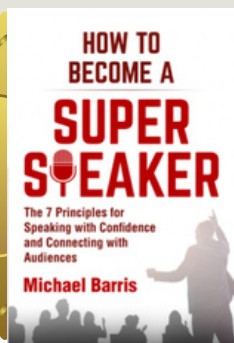
bookings@michaelbarris.com

732-319-1206

ACCLAIMED AUTHOR & AUDIENCE FAVORITE

'Exemplary.'

~Writer's Digest



"Michael gave great advice.. One attendee was able to put the tips into practice immediately, and saved a deal that would have been lost."

--Tom Ruddy, **CashFlow Tribe**

"Michael excels in putting on highly professional, first-class presentations and talks."

--Claire Davids, **SCORE Monmouth Mentors**

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