

**The  
MATTRIXX  
Method -  
Tip #110**

The after-dinner speaker was about 15 minutes into a dull and dreary speech when he offhandedly commented, "If I had eaten another bite, I wouldn't have been able to give this presentation."  
From the back of the room, one of the guests quickly responded, "Someone toss him another dinner roll."

"It's Not What You Know or What You Say That Counts ...  
It's What People **Remember** and How You Made Them **Feel!**"™

**The Story-Selling  
Method**

A great salesperson knows that communication is about getting the potential client to adopt your point of view.

Successful salespeople do this with their passion, excitement, optimism, personality, and their desire to help their client.

To deliver logical content and cold facts is not enough. Your sales presentation needs to be motivational as well as educational. Be ready to tell at least one **memorable** testimonial story about your product or service.

Story-Selling allows your client to "buy into" your ideas, your products, and your services.

If you believe in your products and services, your testimonial story will allow your client to "sell" themselves.

Your clients will thank you for giving them what they need to hear, not just what they want to hear.

Because, "deep down, we all want to buy, but we hate to be sold."

**Moving From Sales Pitch to Persuasive "Story-Selling"**

***"With every presentation, you have the opportunity to push a purchase, create a client, or forge a lasting friendship ... it's your choice!"***

In this newsletter, I want to share with you to another powerful concept of Story-Selling! Story-Selling is about making an emotional connection with your colleagues and clients. Story-Selling can help you become an expert at communicating, at relating, and at being seen as THE EXPERT for your products and services.

Let me give you an example of the power of stories. How many times have you stayed up late reading a novel that you couldn't put down, or continued watching a movie that you couldn't turn off? How many times have you pushed yourself harder after hearing the story of someone else's success, or changed your opinion after reading a convincing article in a magazine or newspaper?

***Stories are everywhere ... books, movies, plays, operas, sit-coms ... and great stories allow us to share information that is interesting, motivational, influential, and easy to remember.***

Story-Selling is substantially different than conventional sales/marketing practices, because it utilizes "testimonial" signature stories and persuasive presentation techniques to develop market identity, increase sales closure rates, and to create presentations that are motivational, influential, and **UNFORGETTABLE!**

Companies are under extreme pressure to maintain their profitability, and leadership needs to concentrate on sales efforts that quickly impact their company's sales performance. All of the knowledge and understanding in the world is useless if your sales force can't effectively transfer and relate that understanding to your clients.

***Using signature "Testimonial" stories during sales presentations gives you and your organization instant credibility. Story-Selling quickly demonstrates you are a "problem solver" for your clients.***

There is no doubt that stories can change the way we think, act, and feel. Successful leaders have learned to use the power of a good story to influence and motivate their teams to new heights. Stories can create a tradition for an entire corporate culture, and great stories have the power to break down barriers. Stories can inspire; stories can help people understand a seemingly complex idea; stories can be used as a "call to action". If testimonial stories are corporate and advertising GOLD ... Story-Selling is **PLATINUM!**

***Story-Selling will allow you to go "From Invisible to UNFORGETTABLE!"***

***Call Me or Visit My Website to Learn More!***

**When both the speaker and the audience are thoroughly confused,  
a speech is said to be profound!**

**Matt Rix ... "Taking Clients From Invisible to **UNFORGETTABLE!**"**

***Combining the Science of Influence & Motivation with the Art of Persuasive Presentations™***

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Matt Rix is an executive-level communications consultant, acclaimed keynote speaker, and a recognized expert in leadership communications and business development through persuasive presentations and Signature "Story-Selling". He specializes in the Science of Influence & Motivation and the Art of Persuasive Presentation Skills.

If you have an upcoming event or know of a business associate looking for an entertaining professional speaker and persuasive sales presentation expert, please call or email our office for available dates.