



MATRIX

Persuasive Presentations

*"Taking Clients From Invisible to **UNFORGETTABLE!**"*

"It is useless to hold a person to anything he or she says while in love, drunk, or running for office." – Shirley MacLaine

MATRIX #104 – The Power of "Story-SELLING"

How many times have you stayed up late reading a novel that you could not put down, or watching a movie that you could not 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?

What do they have in common? Each example is based on a signature story; a story-line formula that is subtle, motivational, and very effective. Successful story-selling utilizes testimonial-based signature stories to develop market identity, generate new leads, motivate listeners, increase sales closure rates, and to create presentations that are persuasive, educational, and ***unforgettable!***

Using "Testimonial" stories during presentations gives you and your organization instant credibility, and "Story-Selling" quickly demonstrates you are a "problem solver".

Opportunity is nothing without **Ability**, yet, by developing strategies that incorporate Signature Stories for your products and services, you gain the **ability** to take advantage of the unique **opportunities** that come about via persuasive presentation skills.

From accountants to lawyers; from doctors to dentists; from politicians to philanthropic fund-raisers; from real estate agents to bankers... most have *never* learned the secrets (or the power) of Signature "Story-Selling". As I say in my workshops, "If you can't tell it, you can't SELL IT!" – whether it is a product, service, organization, or even your career!

"With every presentation, you have the opportunity to push a purchase, create a client, or forge a friendship." - Matt Rix, © 2004

Signature Stories are GOLD ... "Story-SELLING" is **PLATINUM!** ... and learning to use both allows you to go "From Invisible to ***UNFORGETTABLE!***"

There is only one thing worse than a person with no conscience, and that is a wealthy person with no conscience. -- Unknown

Matt Rix is an internationally acclaimed keynote speaker, presentation consultant, author, corporate-level communications coach, America's "Sage of the Signature Story", and guru of "You Ain't No Leader If'n You Cain't Talk Good"! He specializes in coaching upper-level executives and sales groups in Persuasive Sales Presentations, Leadership Development, Executive-Level Networking, and Corporate Communication Skills.

If you have an upcoming event or know of a business associate looking for an entertaining and educational professional speaker, communications coach, or persuasive sales presentation expert, please call our office for available dates. Matt specializes in keynotes, workshops, sales/marketing presentation training, and leadership communications seminars. Call us at (505) 833-0013, visit www.matrixx.com or email matrixx@matrixx.com

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