



MATTHEW POLLARD

The Rapid Growth® Guy!

THE PROPOSAL BLACK HOLE



Alex Murphy

Golden Arm Media

“I spent hours and hours on detailed proposals, only to never get a call back, or find out later they never read it.”

*CONFUSE THE
CUSTOMER AND LOSE
THE SALE*

*THE DEVIL IS IN
THE DETAILS*

THE JARGON!

Instead, why not just...

TELL THEM A STORY

WE ALL TELL STORIES

**Stories of customers you've
worked with... just like them**

**Where you achieved an
amazing result**

PRINCETON RESEARCH

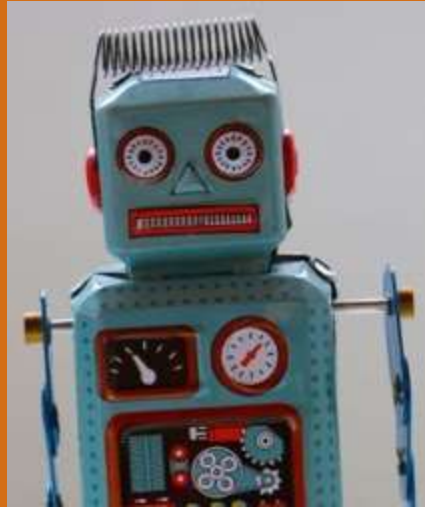
“Neural coupling”

STANFORD RESEARCH

Twenty-two times

AUTHENTICITY

Like script them?



YOU KNOW THAT'S A SCRIPT TOO...
RIGHT?



A SCRIPTED PROCESS
ALLOWS YOU TO BE
MORE PRESENT

THE POWER OF STORY



Alex Murphy

Golden Arm Media

“*In just 7 months we went from transactional deals and struggling to reach six figures, to securing longer term partnerships and more than half a million in additional revenue.*”

I KNOW WHAT YOU'RE THINKING

THAT'S A LOT OF WORK

THE FINANCIAL UPSIDE



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CAN YOU DO SALES?

- Reading speed of a 6th grader in late high school
- Horribly introverted
- Didn't know what to do with my life

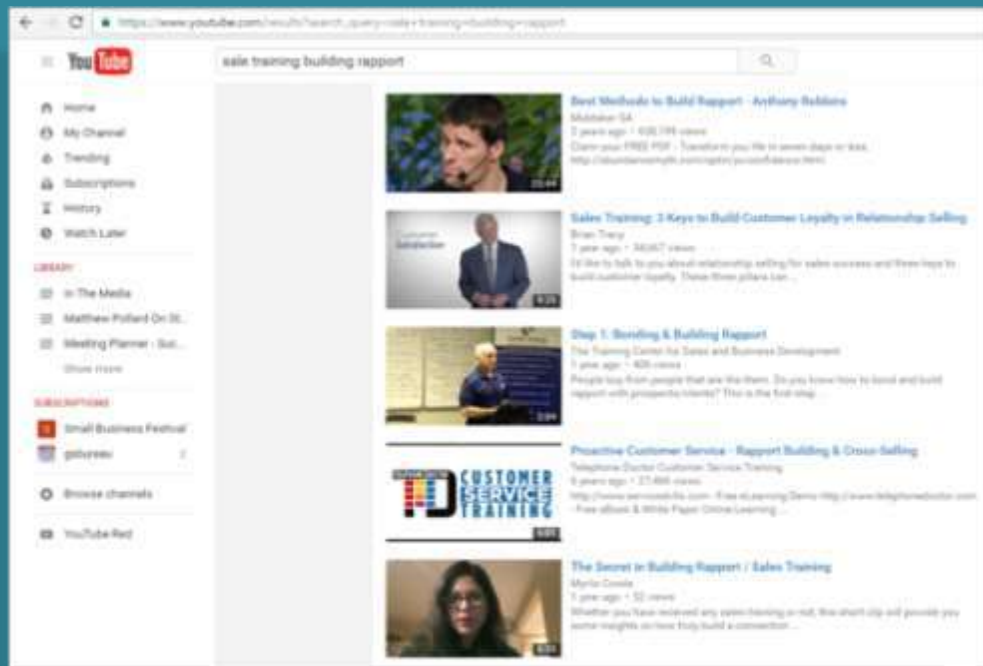
I LOOKED A BIT DIFFERENT



93 DOORS TO A SALE



LEARNED FROM YOUTUBE



FAST FORWARD
A LITTLE OVER
A DECADE

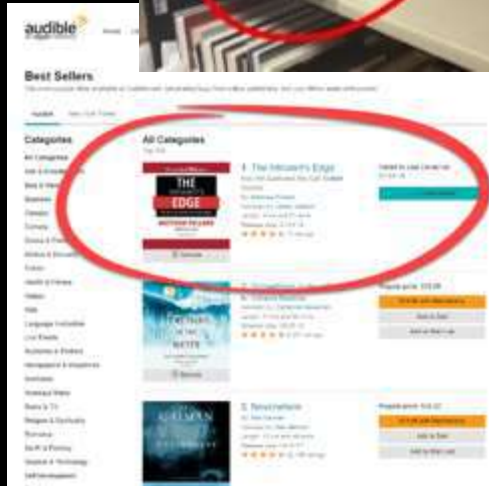
SALES TRAINER

From scared to sell to teaching hundreds



RAPID GROWTH®

TEACHING THOUSANDS



YOUNG UNDERPERFORMING TEAM



Volney Campbell

Principal – Colliers International,
Austin, TX

“ We hired some young people to grow our firm. It seemed they either just got hung up on or got hit with objections they couldn't overcome, without bowling people over. ”

I WAS ABOUT TO GIVE UP



Thomas Matheney

Commercial real estate agent

“I had been 100% commission based for almost six months and had set one meeting that was borderline worthless.”

THE BULLDOG



Alex Durham

Commercial real estate agent

“They call me the bulldog. I have to get juiced up on coffee to make cold calls and be ready to push through objections.”

There are going to be...

OBJECTIONS

I PERFECTLY UNDERSTAND.
AND THE LAST THING I WANT
TO DO IS WASTE ANY OF YOUR
TIME; HOWEVER...

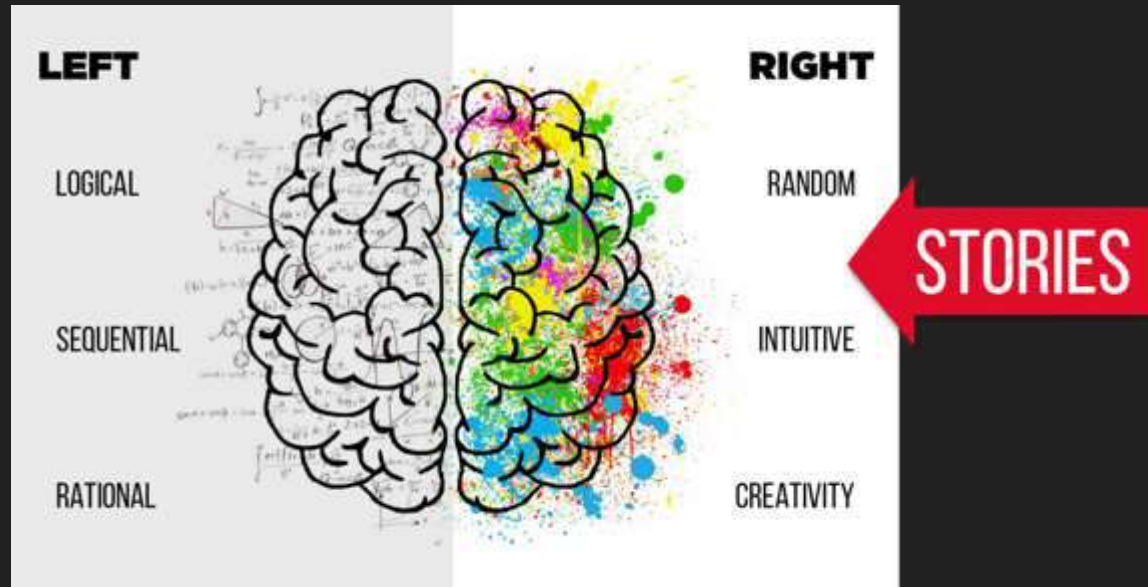
Then just...

TELL THEM A STORY

A CUSTOMER JUST LIKE THEM...
WHO HAD THE SAME OBJECTION...
THAT YOU ACHIEVED AN
AMAZING RESULT FOR

PEOPLE GIVE ME 8
SECONDS ON THE
PHONE BEFORE
HANGING UP

UNFAIR ADVANTAGE



TEAM STORY PLAYBOOK

THE BULLDOG



Alex Durham

Commercial real estate agent

“Now I can just stroll in, tell stories and make appointments. It doesn’t matter what they say, I just tell them a story and they say yes.”

THE RESULT



Volney Campbell

Principal – Colliers International,
Austin, TX

“*Our success on setting meetings has quadrupled thanks to your help, with over a million dollars of potential income.*”

TOP DOG AWARD



Thomas Matheney

Commercial real estate agent

“Story-based sales caused a 180 in my life. I got hooked on refining my scripts, and a few months later I became the first junior associate to win the TOP DOG award in our office.”



RAPID GROWTH™

THINK

- What are some of your best success stories?
- What objections do you receive often?
- Which people almost didn't buy from you or almost went with a competitor?

*BUT WHAT IF YOU
DON'T HAVE ANY
STORIES?*

SHORT EXERCISE

QUESTIONS

- Could you think of a good story?
- Could you tell it concisely?
- Did you speak about the customer's emotions?
- Did you speak about how the customer is now better off after the implementation?
- Was there a moral?

LACKS DEPTH

SO WHAT DOES A
POWERFUL STORY
LOOK LIKE?

THE STORY FORMULA

**1. Problem
or Objection**

3. Outcome

**2. Analysis &
Implementation**

4. Moral

CONTINUOUS LEARNING

Commit to a weekly, twice monthly
or monthly schedule



RAPID GROWTH™

PEOPLE CAN'T AFFORD ME



Derek Lewis
Ghostwriter

“I had so many enquires from people that can't afford me, so I put my price on my website. Now no one calls.”



RAPID GROWTH™

LITTLE THINGS CAN BE HUGE



Ghostwriter

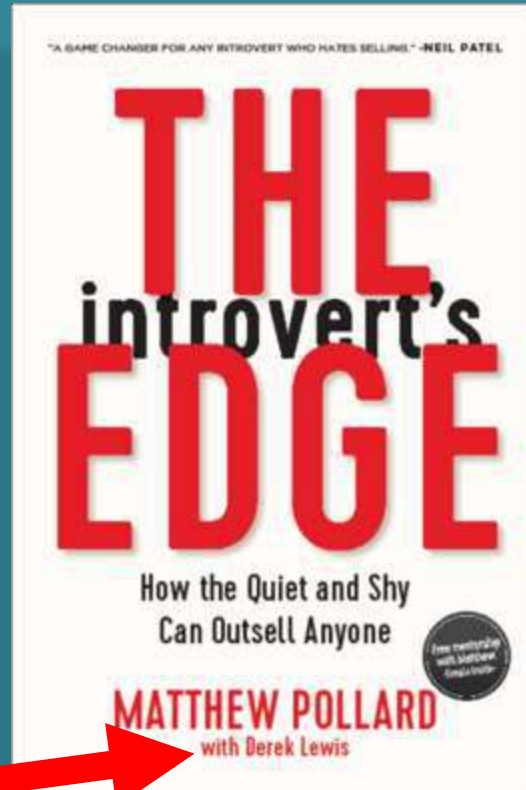
Authority Architect

“On my very next sales call, I followed his advice to the letter – and landed a \$40,000 project in just 40 minutes.

6 weeks later:

I just landed another ghostwriting gig. That makes \$80K in sales in about 6 weeks.”

THE MAN BEHIND THE CURTAIN



BANG!



WHAT CAN YOU LEARN FROM THIS?

The difference between success and failure can be one simple thing that you're not yet seeing.

So learn a process!



RAPID GROWTH™

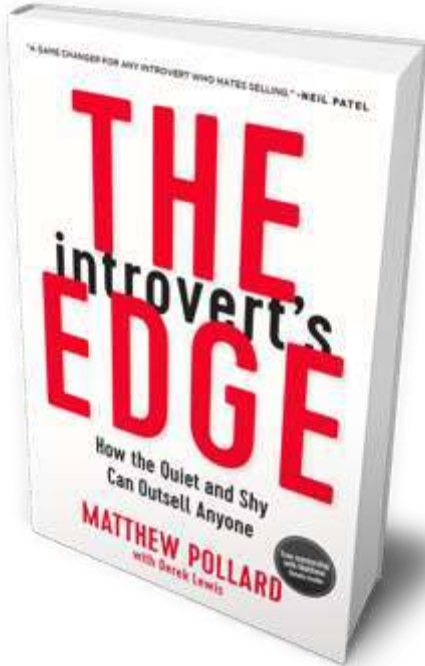
CHALLENGE



Give me six hours to chop down a tree and
I will spend the first four sharpening the axe.

- Abraham Lincoln

FIRST CHAPTER FREE



“A game-changer” – Neil Patel

“Wonderful” – Brian Tracy

“Inspirational” – Jeffrey Gitomer

“Brilliant, intuitive, and refreshing” – Matthew Dixon

www.TheIntrovertsEdge.com

A QUESTION PARTY!

MY FAVORITE!

**I'M SURE
YOU HAVE
QUESTIONS**



RAPID GROWTH®

MATTHEW POLLARD

The Rapid Growth® Guy!

THANK YOU!

www.MatthewPollard.com