

THE POWER OF STORYTELLING

Think about some of the greatest lessons you've learned. There is likely a story behind each one of them. Recall the best marketing you've seen. It likely told a story. Think about the family you served that made an impact on you. You haven't forgotten their story.

Storytelling is as old as time, and it's how we learn, communicate and grow sales. Yes, grow sales. Learning how to engage the families you serve through stories, not numbers and product details, will leave a lasting impression.

ASKING KEY QUESTIONS TO UNCOVER THEIR STORY

- ▶ Tell me about your loved one.
- ▶ What was important to them?
- ▶ What were they proud of?
- ▶ Tell me about their younger years.
- ▶ What did they have to overcome to build the life they wanted?
- ▶ What will you remember or miss about them?

THE COMPONENTS OF A GOOD STORY

STORY CHECKLIST

- NORMAL
- EXPLOSION
- NEW NORMAL
- IDENTIFIABLE CHARACTER
- EMOTION
- KEY MOMENT
- SPECIFIC DETAILS

WHAT MAKES A GOOD STORY GOOD?

- ▶ AUTHENTIC AND REAL
- ▶ DON'T SHY AWAY FROM EMOTION
- ▶ PAY ATTENTION TO THE DETAILS
- ▶ IT FITS THE SITUATION AND MAKES A POINT (THE MORAL TO THE STORY)
- ▶ TAKE THE LISTENER ON A JOURNEY WITH YOU
- ▶ REMEMBER THIS... NORMAL, EXPLOSION, NEW NORMAL

FIND AND BUILD YOUR STORIES

When have you made a customer cry? For a good reason, and for a bad reason.

When have you stopped a customer from crying?

What was your first sale that you knew you really helped a family?

When did a family not purchase from you, then wish they had?

What is the hardest thing you've done in your current job?

What is your proudest moment in serving a family?

When did you realize that what you do is important?

When did you feel like you had served a family exceptionally well?

When did a customer make you cry?

When did you get memorialization right, like really right?

When did a family come back and regret not doing more for their loved one?