



2024/2025

KNOWLEDGE CLUB™



1 -day Seminar



1 OCT 2024



9:00 AM - 4:00 PM



Four Seasons Hotel,
Al Mirqab Ballroom

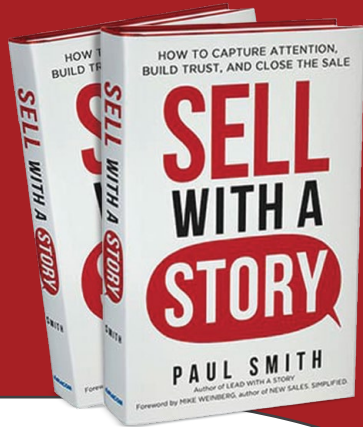


ترجمة
فورية

SELL WITH A STORY

How to Capture Attention, Build Trust, and Close the Sale

The Seminar is based on #1 bestselling book Sell with a Story by Paul Smith



PAUL
SMITH

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Overview

This is an interactive, hands-on Seminar on storytelling for sales and marketing professionals.

Participants learn how to craft compelling sales stories to be used throughout the entire sales process, from introducing yourself to buyers, to building rapport, making the sales pitch, resolving objections, negotiating price, closing the sale, and service after the sale.

You'll discover what a sales story is, why you should tell them, and the 25 most important stories you should have in your repertoire. But mostly, we'll cover how to craft these stories yourself, including: choosing the right story, proper story structure, and the use of emotion, surprise, dialogue, details, length, and even telling stories with data.



PROGRAM OUTLINE

- 1 What a sales story is (and is not)
- 2 Why storytelling works in sales (top 9 reasons)
- 3 When to tell sales stories (25 most useful sales stories)
- 4 How to choose the right story at the right moment
- 5 Break into teams and start building a story:
 - Proper story structure (8 questions your story needs to answer)
 - Techniques to create the right emotional engagement
 - How to create a surprise ending
- 6 Share team stories and get feedback

A STORY

is the shortest distance
— between being —

**A STRANGER
& A FRIEND**

Learning Outcomes



- Recognize the 6 attributes of a story that other forms of communication don't have
- Explain why storytelling works so well as a selling tool
- Identify the most important stories salespeople should be able to tell
- Use the 8 questions stories should answer to structure a story
- Apply 3 techniques to create more emotional engagement in stories
- Know the best technique to create a surprise ending in a story make it more memorable

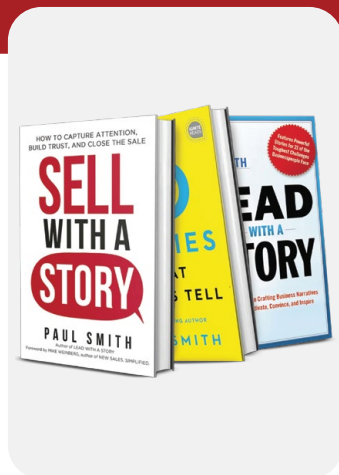
Hands-on case studies

Participants are expected to come to class with a story idea and will develop it throughout the day. You'll have an opportunity to apply the techniques to several stories during the session, including your own story.



Who Should Attend

- Sales professionals
- Marketing managers
- Sales engineers
- Client relations
- Any customer-facing role



PAUL SMITH

Bestselling Author and Business Storytelling Speaker

- ✓ One of the world's leading experts on business & organizational storytelling
- ✓ One of Inc. Magazine's Top 100 Leadership Speakers of 2018
- ✓ A storytelling coach, and bestselling author of the books *The 10 Stories Great Leaders Tell*, *Lead with a Story*, *Sell with a Story*, *Parenting with a Story*, and *Four Days with Kenny Tedford*.

Paul Smith is a highly sought-after keynote speaker, trainer, and author who specializes in helping organizations and individuals harness the power of storytelling to drive change, build trust, and achieve success. He is the author of several best-selling books on story telling including *Lead with a Story* and *Sell with a Story* which have been translated into dozens of languages and have sold hundreds of thousands of copies worldwide.

With over two decades of experience on leadership and sales teams at Procter & Gamble and other top companies, Paul has honed his expertise in communication strategy and innovation. He has been featured in media outlets such as *The Wall Street Journal*, *Times*, *Forbes*, and *The Washington Post*. He holds a bachelor's degree in economics and an MBA from the University of Pennsylvania's Wharton School of Business and is a visiting faculty member at the University of Virginia's Darden School Foundation for Executive Education.

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Serving as a Speakers' Bureau; ALGAS Events works with the world's most prominent leaders, speakers and authors from a wide range of fields



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FOUR SEASONS HOTEL,
AL MIRQAB BALLROOM

FOR MORE INFORMATION www.knowledgeclub.com

ATTENDANCE FEES	Fees per registrant	Discount
Registrants		
1 - 4	350 K.D	-
5 - 9	315 K.D	%10
10 - 19	280 K.D	%20
+20	Contact us for a special rate	

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ALGAS Events is the Exclusive Representative for Paul Smith in The Middle East. For In-House Inquiries, Please Contact ALGAS Events Directly.



- Fees includes training materials + Certificate of attendance signed by Paul Smith.
- Replacement and representatives are allowed, However the fees paid are not refundable.



REGISTRATION & INQUIRIES

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