

IT'S GETTING HARDER TO GET IN THE DOOR HERE'S THE PASSWORD



Stephanie is a tough sell. She has the final say in major purchases at her Fortune 500 company. She gets 210 e-mails a day and if you call her there's a 97% chance you're lost in her voicemail. How do you become one of the very few to get Stephanie to respond?

Daniel is a charismatic salesman with a great product and he knows his clients' category inside and out. But it'll take more than that to get Stephanie's attention.

In the course of a one-day TELL-IGNITE workshop Daniel learned that *EMPATHY* is the password that opens every door. He learned the secret to crafting concise stories for his e-mails, voicemails and pitches that get an *emotional* response that leads to action.

Now Daniel has a genuine relationship with Stephanie, who has a lot more interest in what Daniel has to offer.

How can your sales team open more doors and keep them open?

Tell great stories with empathy.

That's where we come in. Our cost-effective three-tiered workshop will energize your team to craft great stories for a seventeen-second voicemail message, a one-hour pitch and much more.

3 Steps Toward Opening Doors

Listen

We meet with you, learn about your sales tools, challenges and the dynamics of your team, and plan a day that is customized to your needs.

Teach

The day starts with a fun role-playing exercise that shows your team how easy it is to find empathetic storylines that open doors. We teach them the secrets of great storytelling and how to apply them to even the shortest of emails and voicemails - so that they connect emotionally, rise above the clutter and get a response.

Inspire

Workshops make for a great day but too often they do not change behavior. Not good. We follow-up with your team to help them apply what they've learned.

You can help your sales team open more doors.

Invite us in for thirty minutes to see how.

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**TELL
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