



## **The CONNECTION™**

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### **Stories Sell**

Every sale—even the most highly technical—has an emotional component. Tap into that component to give your customer a compelling reason to buy.

When describing your product or service, don't merely rely on specs and a list of features and benefits. Have examples of how existing customers use the product, as well as the results of its use. And always remember that the more tangible the results the better.

If it's a new product, tell a story about what it might do for the customer. For example, tell the customer, "Imagine if you could..."

The closer the stories tie to the customer's world— and the more dramatic the results—the more they'll be open to all those fabulous specifics and features you're so fond of sharing.

**Contact Communispond**  
marketing@communispond.com  
800 529 5925  
www.communispond.com