
SESSION

Story Telling to Boost Trust and Increase Sales

DESCRIPTION

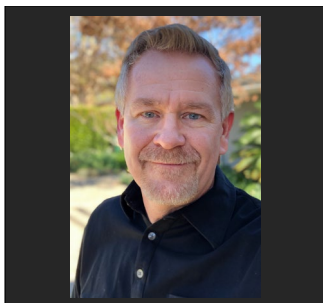
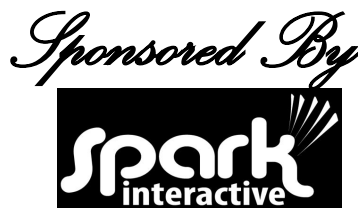
Once upon a time, there were two repair shops in TinyTown USA...

One of the biggest challenges facing most shop owners today is to how to show potential customers why their shop is different from the one down the street and that they provide services tailored for a specific type of customer.

There is real science behind how storytelling works to influence the buying decisions of potential customers. Listening to a story affects the human brain in a unique and powerful way that makes want to hear more about what you're saying and more importantly retain that story.

Your brain is an extraordinarily complex organism but in a basic sense, it's a pattern-seeking instrument that sorts out the chaos of daily life into meaningful piles. It's the part of your brain that normally helps to filter out "noise" like cliches and marketing buzz which is also activated by storytelling. And that's when emotions start to kick in and the listener builds empathy with the storyteller.

This session will explore how you can fuse the power of storytelling with the technology of video to influence the buying decisions of your target audience.



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