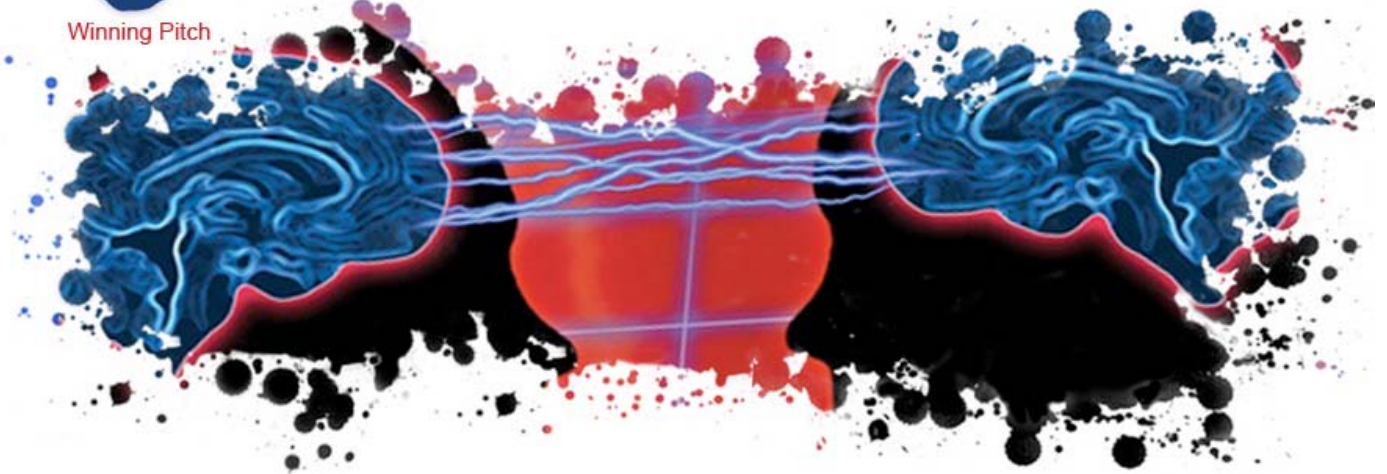




Winning Pitch



# thoughts from john leach

STORY TELLING

Over the ages story telling has become a vital channel to communicating the messages and the detail of important events. We see it every day on the news and in the books and papers we read. Great story telling involves getting to the point, making it interesting and engaging others to listen.

I have now started to use the power of story telling in selling situations as I am a believer that every customer wants to know that they are dealing with a reputable company that has a story to tell. I spent two days training last week with a highly successful company that has grown to become one of the leading businesses in their field of IT solutions.

The formation of the company, how it came to life and its meteoric rise to success is an absolutely fabulous, engaging story. They have won award after award including some of the highly acclaimed Sunday Times Fast Track awards - many of these aspects of the business had been taken for granted and it was widely acknowledged that the "Company Story" would now be included within their pitch.

We must remember that customers buy you as a person, the products and services and the company you represent, usually in that order. However, the starting point of a customer relationship is often their desire to be sure that they are dealing with a company that is decent, honest and true. A great way of demonstrating this and engaging your customer is story telling. Get the story straight!

Contact [h.lomas@winning-pitch.co.uk](mailto:h.lomas@winning-pitch.co.uk) for further details or to share your feedback with Winning Pitch.



Winning Pitch Ltd  
One Central Park, Northampton Rd, Manchester, M40 5WW  
Tel: 0161 918 6785 [www.winning-pitch.co.uk](http://www.winning-pitch.co.uk)  
©winning pitch limited

02/04/2007