



## Storytelling for Influence

Creating Narratives that Grow your Business

### ► Training Details

#### Online Training Course Overview

In an age where customers are bombarded with marketing messages and there is a seemingly endless supply of comparator offerings, it is harder than ever to stand out from the crowd. Stories have a way of embedding into our brains and our consciousnesses and storytelling is fast becoming a key component of brand development and marketing strategy. This workshop will show you just why stories resonate so powerfully, and how you can craft your own stories to make your marketing ever more effective.

#### Online Training Course Objectives

**By the end of this online training course, you will be able to:**

- Gain a framework that will help you create, develop and refine your brand's story.
- Understand your audience, what psychological factors are at play during the purchase decision, what are the customer's *real* needs, and what you're trying to achieve with your big idea.
- Create a working prototype of your story that will help you create and shape it before sharing it with others, to make it more powerful.
- Increase your ability to engage and inspire others through the development of tone and style.
- Craft a story that brings your vision to life and motivates others toward action.

#### Designed For

**This online training course is suitable to a wide range of professionals but will greatly benefit:**

- Marketing and Brand Executives looking to build and support their brands with compelling narratives
- Sales and Business Development Professionals looking for clear and compelling ways to communicate with customers
- Key and Global Account Managers
- Relationship Managers
- Government Liaison Executives

#### Online Training Course Outline

##### Session 1. The Power of Stories

- Why stories resonate
- How stories can improve Sales and Market Share
- The psychology of the buying process and how stories affect it

##### Session 2. Finding your 'voice'

- How to develop a storyline that supports your Brand ideals
- Communicating your story compellingly and authentically
- Building storylines

##### Session 3. Story telling for Business growth

- ▶ How to weave the narrative into your sales process
- ▶ Varying your story by customer type
- ▶ Making your stories 'stick'

## ▶ Preview

10:30 - 11:00	:	Welcome, Setup, Registration
<b>11:00 - 12:30</b>	:	<b>First Session</b>
12:30 - 12:45	:	Break (15 minutes)
<b>12:45 - 14:15</b>	:	<b>Second Session</b>
14:15 - 14:30	:	Break (15 minutes)
<b>14:30 - 16:00</b>	:	<b>Third Session</b>

## ▶ The Certificate

An Anderson e-Certificate will be provided to delegates who attend and complete the online training course

## ▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

Email: [inhouse@anderson.ae](mailto:inhouse@anderson.ae)

**Anderson**  
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

**Web:** [www.anderson.ae](http://www.anderson.ae)

**Email:** [info@anderson.ae](mailto:info@anderson.ae)

**Phone:** +971 4 365 8363

**Fax:** +971 4 360 4759

©2024. Material published by Anderson  
shown here is copyrighted.

All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.