

## SPEAKERS' CORNER



# What's the Story?

FEBRUARY 2016

### 100% GUARANTEE

**We have an offer from a cruise line with a 100% money back guarantee if we don't LOVE the cruise.**

We haven't read the small print yet, but that's a powerful offer. It also uses the word "guarantee" which is one of the [10 most powerful words](#) you can use when you want to get an audience's attention.

To get people to believe your guarantees you first need to gain their trust, which reminds us of a story told to us by our car rental client, Bob.

He had an 800 car rental contract which was up for renewal. His corporate client had to get three competitive quotes. Bob thought about it and when it was time to go in to present his quote he took in a blank sheet of paper. When the client turned over to see the clean white sheet he said "What's this?"

Bob said "We've worked together successfully for many years. We trust each other. I normally write the numbers in but I know you have a number in mind which will secure the contract. Please fill it in". The client did and Bob retained the contract.

We run a Persuasive Presentations workshop which we guarantee will help you sell yourself and your ideas to influential audiences. For more information [click here](#)



### FEARLESS

We know a number of you won't be interested in the UK's Premier League but give us a moment please - something strange is happening which we can all learn a lesson from. The top side at the time of writing is Leicester City – known by their fans as the "Fearless Foxes". Last season they were at the bottom and almost went down.

What has happened? Well they have a new manager Claudio Ranieri. So what's his secret? He gives the players rest days and allows them to eat what they want. What do the players say? "We're just having fun." And the club had the motto "Fearless" emblazoned everywhere.

As their manager Ranieri said: "In an era when money counts for everything, I think we give hope to everybody."

They certainly do. What could you achieve if you became fearless and had some fun?

## **SHORT STORY MACHINE**

The Alpine city of Grenoble in France has scored a surprising hit with automatic dispensers that offer free printed short stories to citizens waiting for their appointments with bureaucracy.

After they've taken a number for the queue, people can push a button to receive fiction of one to three minutes' reading time on scrolled paper that is similar to supermarket receipts.

It has been very popular. People say they are transported out of the waiting room at the town hall. That's the power of a story.

## **Good luck with your stories, presentations and pitches in 2016**

*Barry Graham & Sally Clare*



28 Gloucester Road, Richmond , Surrey TW9 3BU **T:** ++44 [0]208 605 3782 **M:** ++44 [0]7976 919057 **W:** [speakersco.co.uk](http://speakersco.co.uk)