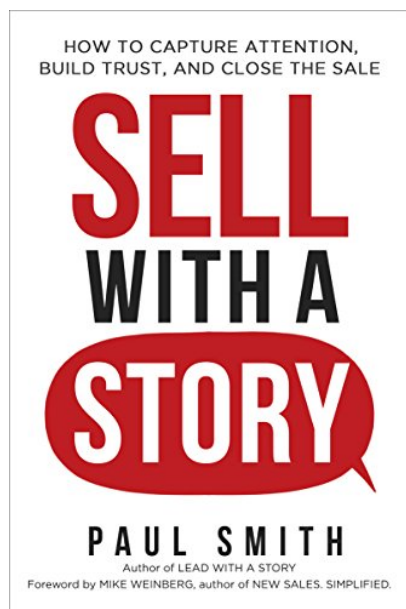


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by Paul Smith : **Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale**

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PDF-32f65 | Despite all the high-tech tools available to salespeople, the most personal method still works best. Storytelling packs the emotional punch to turn routine presentations into productive relationships. It explains products or services in ways that resonate; it connects people and creates momentum. Stories speak to the part of the brain where decisions are made. Paul Smith, author of the acclaimed *Lead with a Story*, now shares his secrets in *Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale*.

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