

# THE EXTRA POINT

BY JERRY ROBERTS



## # 1286 So, What's Your Story and Why Should I care?

Somebody once said, "Business is about who has the best story. The story is what can land you a job. The story is what can lead someone to invest in your idea. The story is why people want to buy your product or service. I'm Jerry Roberts and we'll dig into this, today on The Extre Point.

When you bought your cell phone plan, you chose between IT&E, GTA, and Docomo. They all offer the same phones, the same coverage area, and the costs are — though sometimes confusing — pretty much the same. So why did you choose the one you have now?

Let's talk cars for a few moments. Guam has a handful of dealers which offer multiple lines of vehicles, with a great variety of features, and at relatively comparable price points.

Atkins Kroll, Autospot, Cars Plus, Nissan, Prestige Auto, and Triple J all have a lot of options along with the capability to service what they sell you. So, why did you select one over the other? If you've been with a particular dealer for years through multiple purchases, what made you buy from them the first time?

In both cases — the cell phone companies and the auto dealers — it's almost certain that one of the main reasons you bought from them is that you bought into their story. Maybe you bought into the story of the brand of the phone or the vehicle you decided on.

In any case, stories are a big part of a buying decision, even if we don't always recognize that.

Let me give you a case in point. I was following a discussion on a marketing forum on this topic, and the moderator started off by asking for the tagline people used for their company. For Guam Training, I was using, "Changing Guam's workforce, one mind at a time."

Someone chimed in with words to the effect of, "That's not bad, but now, why should I hire

you? If you had two minutes, could you tell me your story and make me want you to be my trainer?"

Well, I had some ideas on that, but they were not anywhere close to story form. I had some work cut out for me. I'd visit the concept from time to time, trying to piece it together, It took a long time to do so. Today, it sounds like this:

*I ask a lot of questions up front, to identify what your true training needs are. My decades in journalism and media taught me what to ask, how to ask, and how to probe deeper to get the information needed to help you make the right decisions that are needed for your training to be successful.*

*I communicate your needs in a way that ties the end results to your objectives, so long as everyone does their part.*

*My radio and public speaking background lets me make training more engaging for your team. It has to be focused, interesting, challenging, and entertaining. I'll use every learning tactic I know to deliver on those factors so your people will stay connected and come out of the training with a greater purpose to transform themselves and to work better with others.*

*I've got literally thousands of evaluations that show we hit the mark on those key points.*

*I'll also work with your HR and other managers to develop a plan to help your team implement the training, giving you a better return on your investment.*

*Companies generally hire us more than once. Some work with us throughout the year, year after year. I intend to show you why they do.*

*When someone hires me, they get all of me. Everything I am and everything I've learned. I bring my "A game," every time. You and your team deserve nothing less.*

(Con't.)

I just gave you some information that took 90 seconds to deliver. All of it is the truth and if I was effective in getting my message across, you should have a reasonably good idea of what you get if you hire me to work with your organization.

It wasn't an 90-second commercial, but a brief lesson in developing a story that gives someone an idea of the value you bring.

You don't get long to make the impression you're after. Sixty seconds, ninety seconds, two minutes. For you, it could be more...or less. Know this: Attention spans are short, so you have to make the most in the least amount of time.

When you next sit down with your team, ask how well your story is resonating with the market. Is it accurate? Do our customers believe it? Do our employees believe it?

Whatever your work is, there should be a story to explain it. Do you have one? How could it be better? What could you change?

Craft your story. Live your story. Tell your story.

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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