



Presents



Your Guide to:

Sell Without Selling

Core Principle

Show Rather Than Tell.

When you're 'telling' you're selling. When you're 'showing' your value the audience are experiencing how you can help and will be inspired to reach out.



Path 1: Taste

Give the audience a 'taste' of what you can do by sharing valuable tips related to your expertise. For best results, make sure your tips are;

- 1. Clear** : If you confuse them, you'll lose them.
- 2. Easy** : Require little effort to implement.
- 3. Fast** : Results are achieved quickly.



Path 2: Story

Share a personal story (about you) or professional story (about a client) that your audience can emotionally relate to. For best results, ensure your story includes:

- 1. Conflict** : Bring the relatable struggle in early.
- 2. Crossroads** : Share the key turning point.
- 3. Change** : Show the transformation.

If you have any questions, please email:

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