

# Aikido Selling

## *Sell It with a Story*



- Stop giving boring presentations that fail to make an emotional connection
- Discover why data dumps don't work – and why stories do
- Never “show up and throw up” again for a sales presentation
- Harness the power of strategic storytelling to close more sales
- Stop “winging it” and start “story-selling” it

## Story-Selling Methodology



In the ancient martial art of Aikido, you use your opponent's energy and momentum to neutralize their attack. Aikido, literally translated, means “the way of blending energy.” Applied to sales, this results in a new way of dealing with objections and answering questions. Rather than responding in an adversarial way with facts and logic, the salesperson with Aikido-Selling skills can welcome questions, objections and resistance – knowing that they are prepared to respond with an appropriate story. This unique Aikido Story-Selling approach shifts the conversation from head to heart, and from logic to imagery and emotion. With Aikido-Selling skills, salespeople effortlessly neutralize objections, strengthen relationships and close more sales.

### Doug Stevenson provides:

- Inspiring and educational keynotes
- Practical skill-building workshops
- Webinars, eLearning and Tele-seminars
- Individual Coaching

**Clients include:** Microsoft, Google, Oracle, Aetna, Blue Cross Blue Shield, Caterpillar, ConAgra Foods, US Bank, Wells Fargo, Deloitte, Amgen, Bayer, Genentech, Lockheed Martin, and many more.



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