

**NAHAD 2023**

**39TH ANNUAL MEETING  
& CONVENTION**

**April 29 – May 3**

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**ATLANTIS PARADISE ISLAND**

Paradise Island, Bahamas

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PLEASE WELCOME

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Three Keys to Effective Sales Presentations & Storytelling



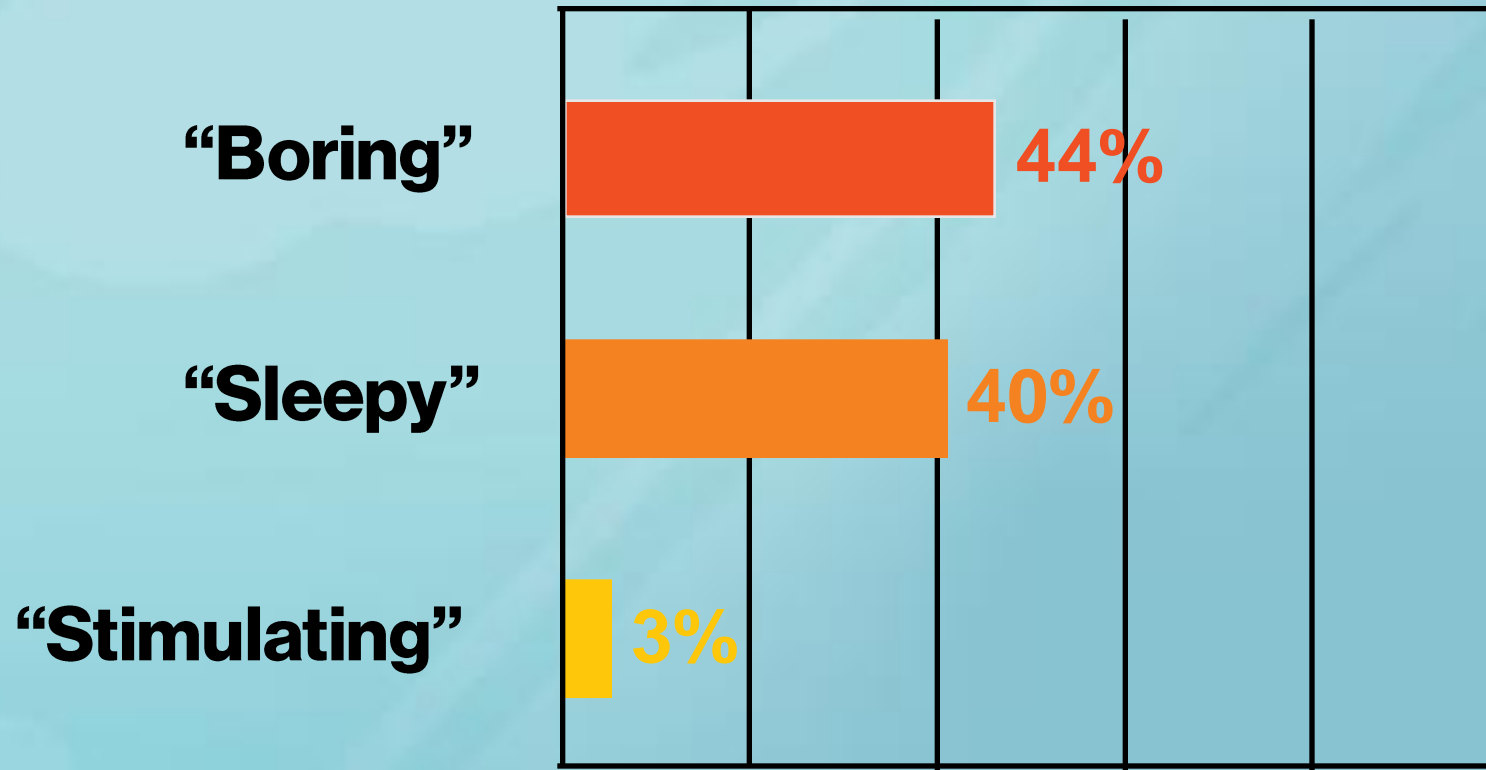
# Truth

“No one has time for a bad presentation, everyone has time for a great story”

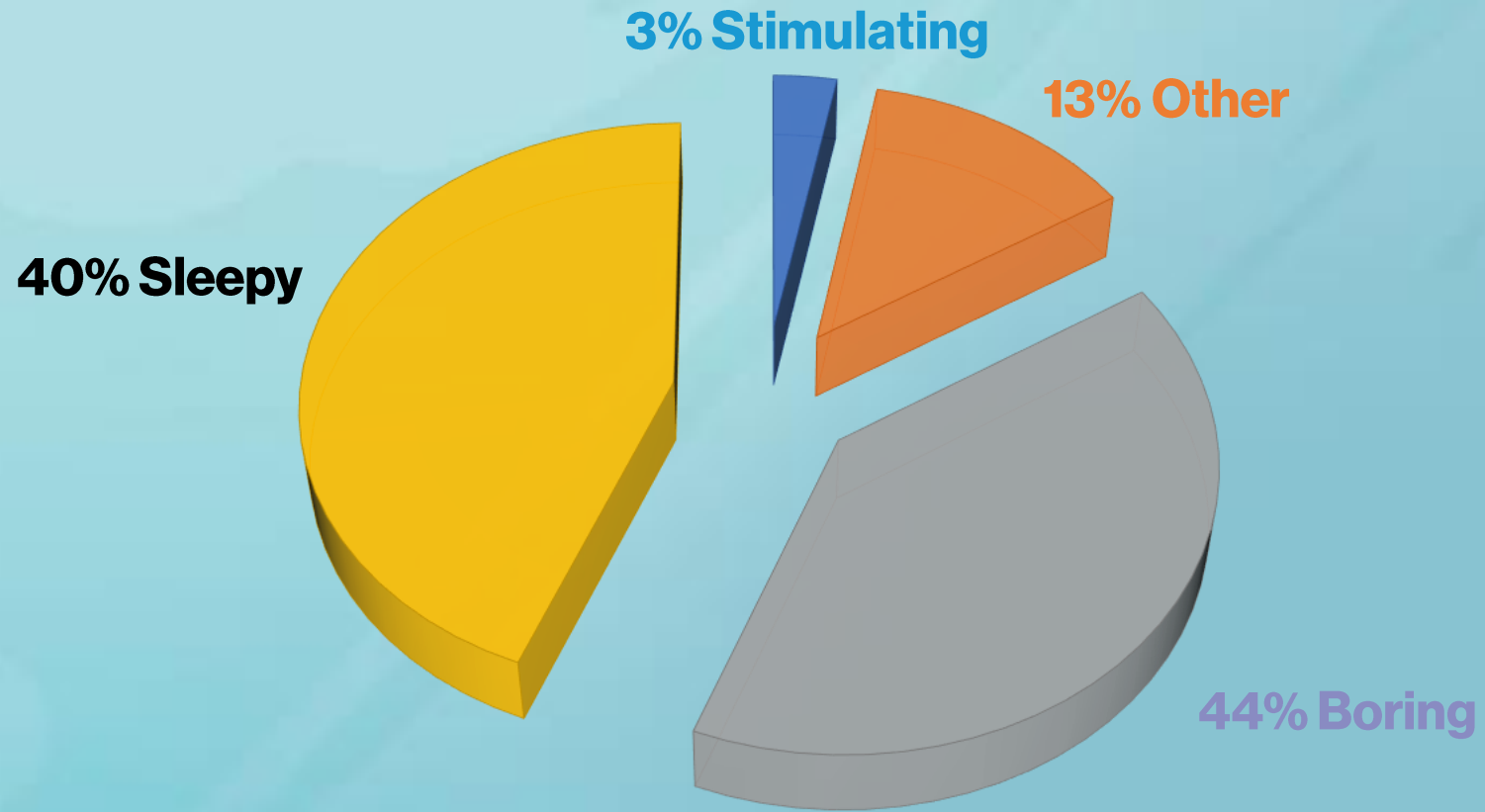


- Boring
- Sleepy
- Stimulating





*WSJ: Motivational Systems survey of 200 large company V.P.s*



WSJ: Motivational Systems survey of 200 large company V.P.s



# Myths

"Industry, Company, Customers are too technical – stories would not be relevant"

"I am not a good storyteller" or "it's not my thing"

"My executive audience/customer audience doesn't have time for stories- they just want the facts"



**\*Great Presenter You Have  
Seen**

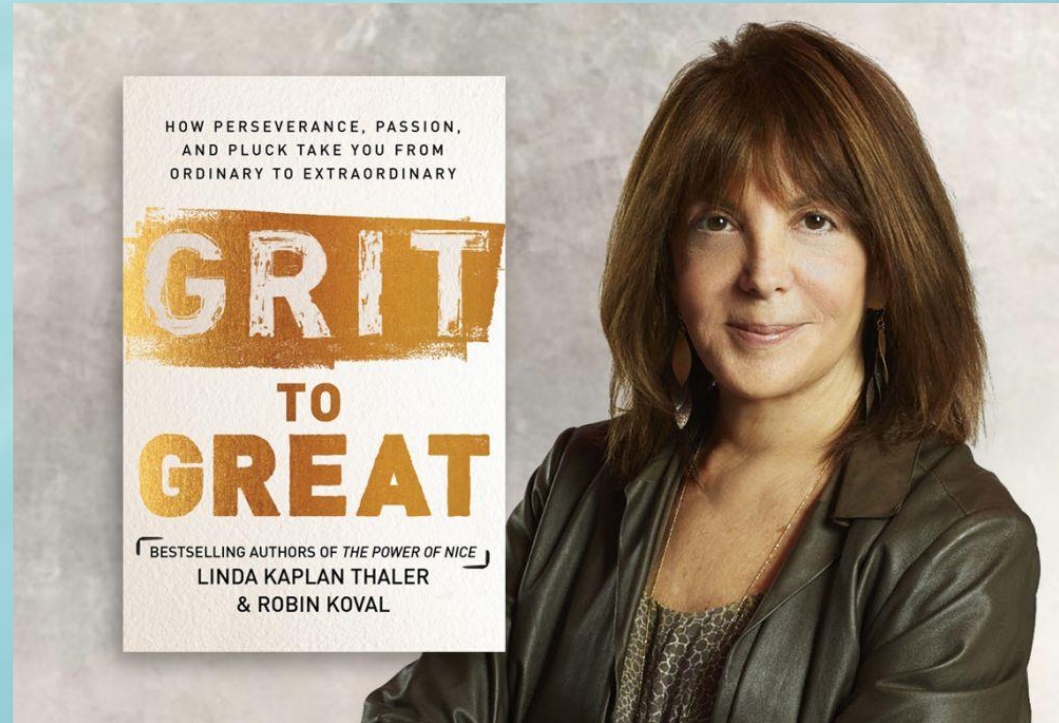


# Great Storytellers...

- 1) Are the experts (on the story)
- 2) Play themselves down-not up (most of the time)
- 3) Have a purpose (focused on the audience)



## Grit to Great





# Types of Stories

**Personal Connection**

**Overcoming Challenge**

**Vision  
(Imagine if...)**

**Cautionary**

**Symbolic**

**Humorous**



# Audience: It's All About Them!





## Breakout: Audience

### **Group Leader:**

Have each person answer,

“Which piece of the Audience Model would help you to know better and why?”

Group Leader, be prepared to share an observation from your group’s conversation.

Group Leader – person who’s first name starts first in alphabet.

# Storytelling Model

3



# Flawless Framework

The What: (is the story)

- Who?
- When?
- Where?
- What?



# Storytelling Model





# The Story of How I Made My First Dollar

The What: (is the story)

- Who?
- When?
- Where?
- What?
- *What does this say about you?*



# Great Storytellers...

- 1) Are the experts (on the story)
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# The Story of How I Made My First Dollar

The What: (is the story)

- Who?
- When?
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# Breakout: Storytelling Practice

## **Each person:**

Tell a story (90 seconds) – let others know who their intended audience is first

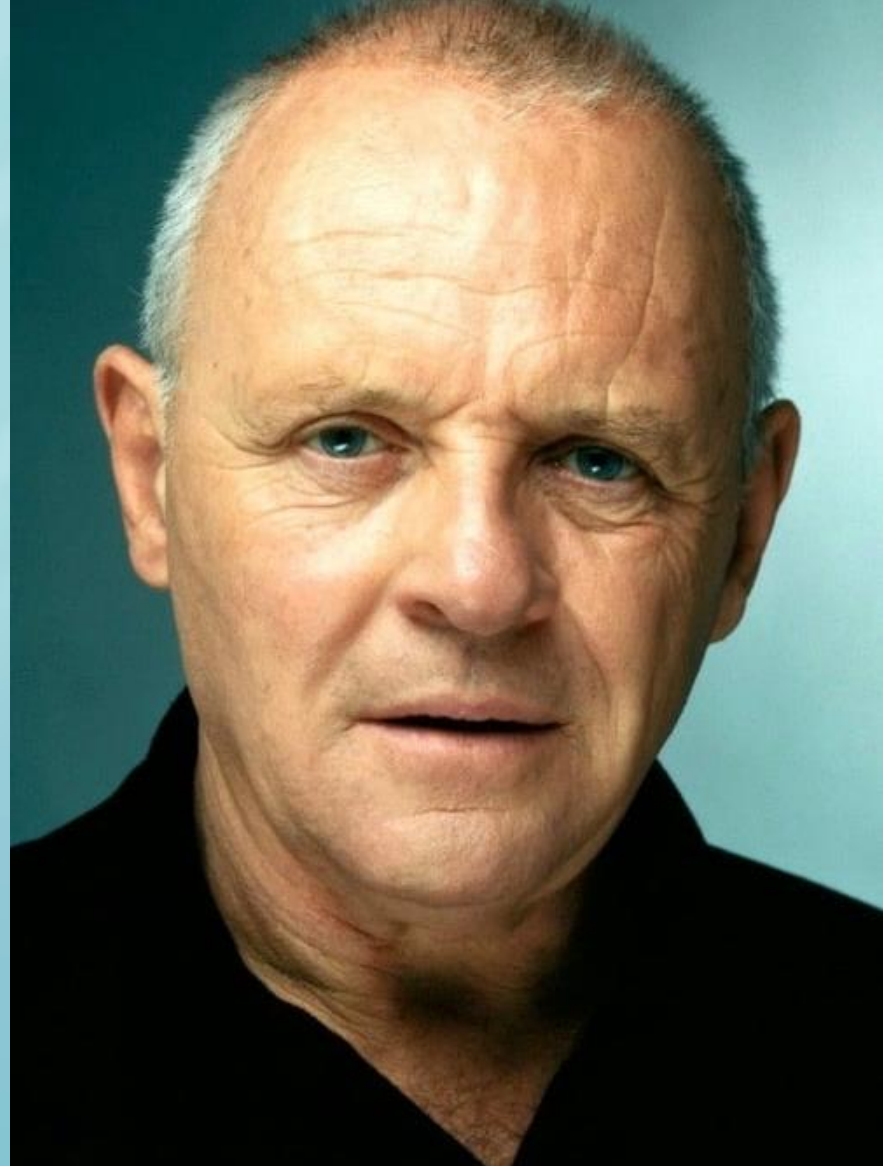
Get some positive feedback from the group - - what made their story impactful?

(Allow 2 -3 minutes per person)

Person to tell their story first – person who's first name starts last in alphabet.



Type of  
Story?



# The Story of an Insightful Moment

The What: (is the story)

- Who?
- When?
- Where?
- What?

So what *did you learn in that moment?*



# Storytelling Best Practices

1. Make brief notes
2. Practice delivering without memorizing it word-for-word
3. Use evidence to substantiate your message
4. Know far more about your subject that you can use
5. Rehearse your story by practicing with friends
6. Use visuals effectively.
7. Control “butterflies”
8. Do not imitate others; be yourself.



# Storytelling Model





# The “So What”... “Now What”

If the “So What” was...	The “Now What” might be...
It is easy to feel excluded	Let’s make sure we are including all of our team members
Timing is everything	Let’s act now to roll out the new product
Sometimes we can’t always see the threat	We can help you see it
Change takes time	Let’s reach out now to key stakeholders for their perspective



# Storytelling Model





# Types of Stories

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(Imagine if...)**

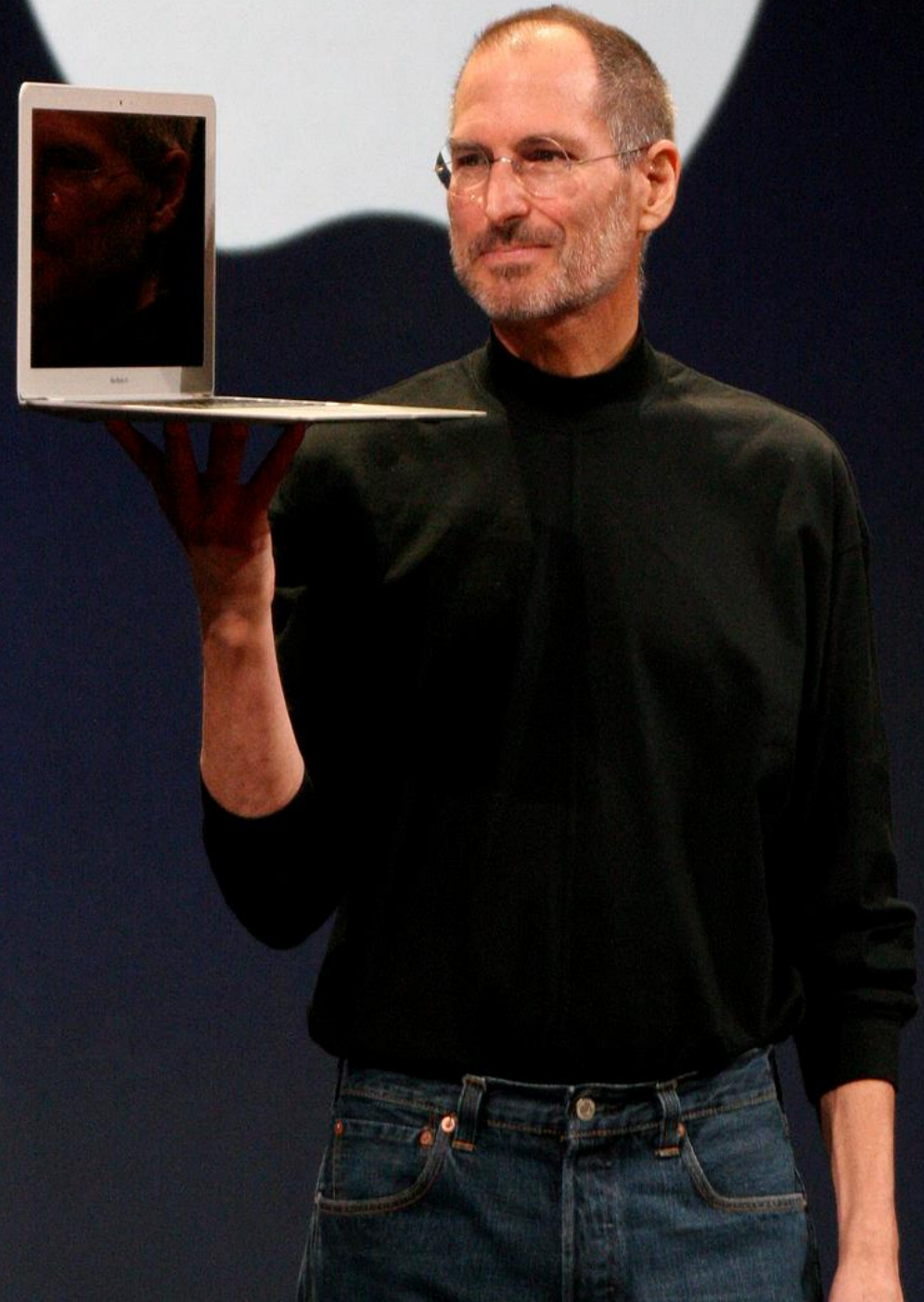
**Cautionary**

**Symbolic**

**Humorous**



<https://www.youtube.com/watch?v=3W3GsbogqTE>





## Breakout: Self-reflection

**Each person:**

Talk about the following:

- 1) Realization of something you already do well.
- 2) An area of storytelling/presenting you want to improve on.

Challenge is  
inevitable.  
Growth is optional.

## CONTACT INFO

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