

# Build Your Story Playbook

*The catalyst to explosive sales growth*



**OPTION A :** 30-60-minute keynote or interactive workshop with core story creation based on participants' past customer success

**OPTION B :** Half, full, or multi-day training

## SUMMARY

What if your sales team could have an instant advantage over all your competition? What if you could quadruple appointments, shorten sales cycles, and skyrocket profits, all through the application of one powerful technique? If your sales team needs this kind of edge, "Build Your Story Playbook" provides the breakthrough you've been looking for. Shift your sales team away from the uncomfortable bulldog tactics of the past, to a new, relaxed, and scientifically proven methodology that consistently multiplies results, guaranteed.



## STRUCTURE

Matthew presents the science of storytelling as documented by Harvard and Stanford researchers, and explains why story is fundamental to a winning sales process. Attendees will hear about Matthew's real-life clients – some painfully introverted, some needing to get hyped up on coffee to make the day bearable, some with sales in their DNA and thinking they were already doing everything right. All of them not only lowered their stress around selling and learned to love the process, but also increased closure rates as much as 400 – 1000%. All it takes is a simple, proven process that Matthew has perfected over the last decade.

1.

Learn the exceptional power of story, its use in gaining trust and credibility, and its effectiveness at sidestepping objections.

2.

Uncover the secret to crafting laser-sharp true stories that make prospects say, "I want that!"

3.

Discover the secret to creating your sales department's story playbook, rapidly reducing sales cycles, increasing closure rates, creating a sales culture of teamwork and excitement, and instantly making both your new and seasoned salespeople more effective.

## TARGET AUDIENCE

This session has been designed in two formats: One to be presented to your entire sales team looking for the edge over their competition, and the other for sales VPs, directors, and managers looking for a proven way to transform their teams from stressed and high-pressure to relaxed and authentic – while massively boosting profits, of course. It's also the perfect choice for sales kickoff events and sales team retreats and workshops, providing your team with the tools and motivation to dramatically improve their existing process. Matthew has delivered this presentation to a range of audiences from multinational conglomerates such as Oracle to commercial real estate sales firms such as Colliers International. It has also been presented to rave reviews at many small businesses and sales conferences.

## KEY TAKEAWAYS ★

- Discover a step-by-step process for creating true client stories that will 4-10X your sales team's results
- Learn how to implement your new strategy with new-hire induction to drastically reduce the cost of training and onboarding, getting your team more productive, faster
- Develop a culture that attracts and retains the best and brightest
- Say goodbye to the high-pressure, high-stress environment, and hello to easier closes and a lot more money

## TOPIC AUTHORITY

- Responsible for five multi-million-dollar business success stories before the age of 30
- Author of *The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone* – a proven sales system that works for introverts and extroverts alike – published by AMACOM New York and endorsed by Harvard, Princeton, Neil Patel, Marshall Goldsmith, Brian Tracy, Jeffrey Gitomer, and 50+ more
- Created and perfected a sales process that led him to become the number one sales performer in the largest sales and marketing company in the Southern Hemisphere within six weeks, and promoted to youngest state manager in the company history, overseeing thousands of salespeople at age 19
- Successfully transformed over 3500 client businesses across a diverse range of industries
- Internationally award-winning sales and marketing blogger

## CLIENTS INCLUDE

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PeopleFund



Colliers  
INTERNATIONAL



*During each of his ten presentations, Matthew delivered an original, customized story about one of our customers, as if he'd worked for our company for years. If you're looking for an edge in sales, especially in highly technical sales, Matthew is the obvious choice.*



CHRIS GANDOLFO,  
SENIOR VICE PRESIDENT, ORACLE DIGITAL

## ABOUT MATTHEW

Young, energetic, contemporary, relatable, a powerhouse of differentiation, an expert in niche marketing, and a master sales systemization coach, Matthew is passionate about helping organizations thrive and succeed. With five multimillion-dollar business success stories to his name, all before the age of thirty, his achievements are reflected in the value and credibility he brings to every presentation.

Matthew is not a theorist; his methods come from hands on, real-world experience. With over 3500 business transformations and counting, Matthew provides instantly-actionable strategies that make a real and lasting difference to audiences. Whether you're a multinational conglomerate providing complex solutions to Fortune 500 companies, or a small business association working to give your members an edge over the competition, Matthew provides an uncomplicated blueprint for growth and success.

Matthew's meteoric rise against all odds – and his honesty in sharing his personal challenges – creates an inspirational atmosphere of possibility and belief. Participants walk out of his presentations thinking, "If he can do it, so can I"… and with a complete understanding of the exact steps to follow to skyrocket their success.

And when it comes to understanding what makes a speaker truly stand out, Matthew gets it. As Founder and Executive Director of Small Business Festival, ranked as INC's #3 conference in America for small business, he is annually responsible for organizing hundreds of speakers for thousands of attendees. He knows what it takes to motivate and inspire an audience, provide an amazing experience, and deliver long-lasting ROI.

Matthew is an internationally award-winning blogger and contributor to CEO, Entrepreneur, and Top Sales World Magazine. He is a recurring guest on FOX and NBC, and has appeared on top-rated podcasts including Entrepreneur on Fire and Eventual Millionaire. He's the author of the bestseller *The Introvert's Edge: How the Quiet and Shy Can Outsell Anyone*, endorsed by Neil Patel, Brian Tracy, Mark Roberge of Harvard, Derek Lidow of Princeton, and dozens more.

If you're looking for a keynote speaker with an edge, who provides absolute return on investment, who will assist your organization in achieving unprecedented results, Matthew Pollard is your Rapid Growth® Guy!



## I'D LOVE TO HEAR FROM YOU!



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Thanks for your interest and for taking the time to see what I have to offer. I'd love to hear more about your event and how I can help make it a success!

*Matthew Pollard*