

TOP SALES

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A Unique Perspective on Emotive Storytelling and Introverted Sales



Jonathan Farrington
Interviews Mathew Pollard.

Five years ago, not many people had heard the name Matthew Pollard. Today, Global Gurus lists him as one of the Top 15 Sales Professionals in the World, and his book *The Introvert's Edge* has been recognized by Book Authority as the #2 book ever written for introverts (and listed by us as one of the top sales books of 2018). We even recently named him one of the top 50 keynote speakers in the world. I took some time to meet with Matthew to discover the ideas behind his meteoric rise.

JF: What drove you to write *The Introvert's Edge*?

MP: One of my most popular keynotes, "Rapid Growth®, the Lazy Way," is based on the key strategies that bring transformative results to my

Rapid Growth Intensive clients – differentiation, discovering a niche of willing-to-buy clients, and building a systemized sales process. Without these elements, most business owners get themselves stuck in a never-ending hamster wheel of competing on price.

During this presentation, I explain why I'm perhaps the most unlikely person to be teaching sales. I talk about growing up with horrible acne, a reading disability, and severe introversion. Then I discuss how I fell into a commission-only sales role, and that I walked 93 doors before my first sale. Finally, I share my discovery that sales is a system that anyone can master, and how I leveraged that system to become the #1 salesperson for my company, then went on to create five multi-million dollar business success stories.

While I expected the core strategies of the presentation to have an impact, what surprised me was just how many introverts responded to my personal story. Time after time, introverted attendees approached me saying they'd always

assumed that sales wasn't possible for them, and because of that, they'd always avoided it.

This happened so often, I decided to team up with ghostwriter Derek Lewis. Derek was a client of mine, and an introvert, who I took from barely scraping by to making over \$200K in less than a year. I decided that made him a perfect fit to work with me on a book that confronted the stigma around introversion, as well as provided a simple seven-step sales system for introverts.

JF: Why do you think *The Introvert's Edge* has been so successful?

MP: I believe the book's success is based on its unique perspective and approach. No other sales book discusses the topic of introversion, let alone why it's an advantage. And no other book provides a step-by-step sales system created specifically for introverts.

There was also a surprise success factor I didn't anticipate. In explaining my introverted system for selling, I dedicate a whole chapter to what I consider the heart of any well-structured sale – story. I explain the science behind why story works, and provide a very simple format for telling emotionally-driven and value-embedded stories.

This focus on emotive storytelling led to me being the only external speaker invited to present at Oracle Digital's sales kick-off events last year, being one of ten featured speakers at Microsoft Inspire, and selected as one of two featured keynote speakers at AA-ISP's Leadership Summit – all within just a few months of the book's publication. Stages of that size really helped spread the word about the book.

JF: There are so many storytelling formulas and books out there. Why do you think yours has had such an impact?

MP: I wanted to create something that was incredibly simple. I found that many introverts, when selling, often got stuck in the functional jargon of their product or service, leaving their prospects confused and overwhelmed.

I also found that complicated sales frameworks were challenging to operationalize across larger organizations.

My story framework makes it easy for a salesperson to articulate the important elements of a story, while focusing on the real person buying the specific product or service.

The framework is so simple to integrate that Oracle Digital implemented it into their CRM system. Now, any time a customer calls, the CRM system populates with the specific sales play and the key elements of the appropriate customer story.

Today, my story formula has been used successfully in everything from finance to the non-profit space. As an example, I recently helped Make-A-Wish Foundation create three stories that increased their sponsorships by 15% in just three months.

JF: Does your story formula's applicability extend past the world of sales?

MP: Absolutely! The most obvious is marketing, especially in the digital age where our ability to target extends beyond the mass market billboard and TV commercial. As I explained in a recent presentation to Intel's global marketing team, stories should be directed to their key personas, reflecting real people just like them – and their real emotions before and after product implementation.

Emotive storytelling reaches far beyond sales and marketing. I've helped HR teams leverage emotive stories to secure the best and brightest staff. I've even helped a large hospital leadership team introduce storytelling to increase employee loyalty, retention, and productivity. While emotive storytelling skyrockets sales success, it should be leveraged to have a halo effect organization-wide. ■

Matthew Pollard is the author of the bestselling book *The Introvert's Edge*.

Get the first chapter free [here](#)

Find out more about Matthew's award-winning presentations [here](#)