



Architecting Your Customer's Experience

Mike Bosworth

Founder, *Mike Bosworth Leadership*



slimy
challenging
difficult
annoying
necessary ick
dishonest
painful smarmy
fake
pushy
fun essential
manipulative
cheesy important
scary
hard
tough sleazy
ugh
uncomfortable boring aggressive
yuck

Selling vs. Buying

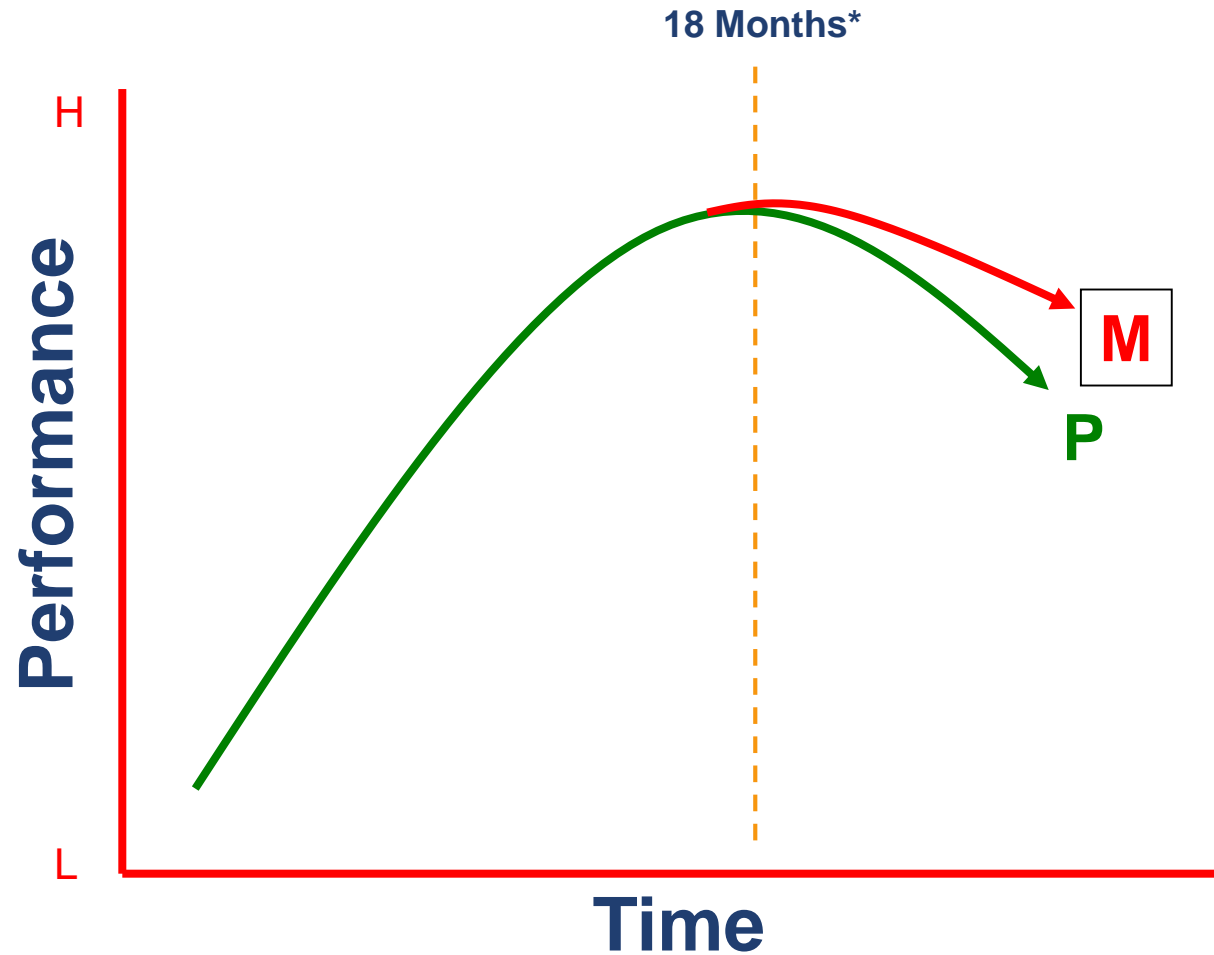
Most people think of selling as “Persuasion”

– a PUSH approach

True Influence is a PULL approach.

The best way to pull is with a story.

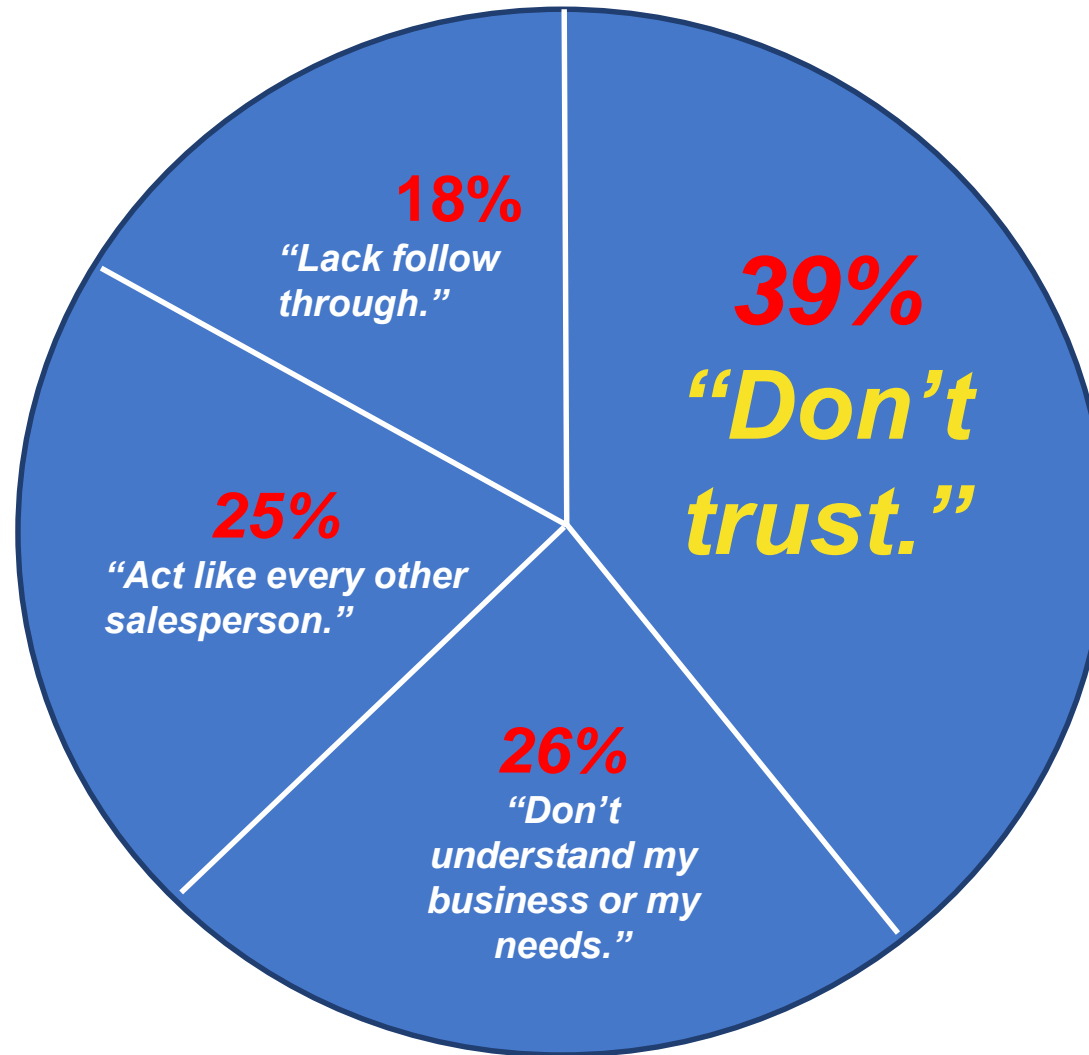
Sales Performance Over Time



Be a Buying Facilitator



Buyer Experience with Sellers*



Trust

Trust is a feeling, not a logical conclusion.

Trust is an emotional decision.

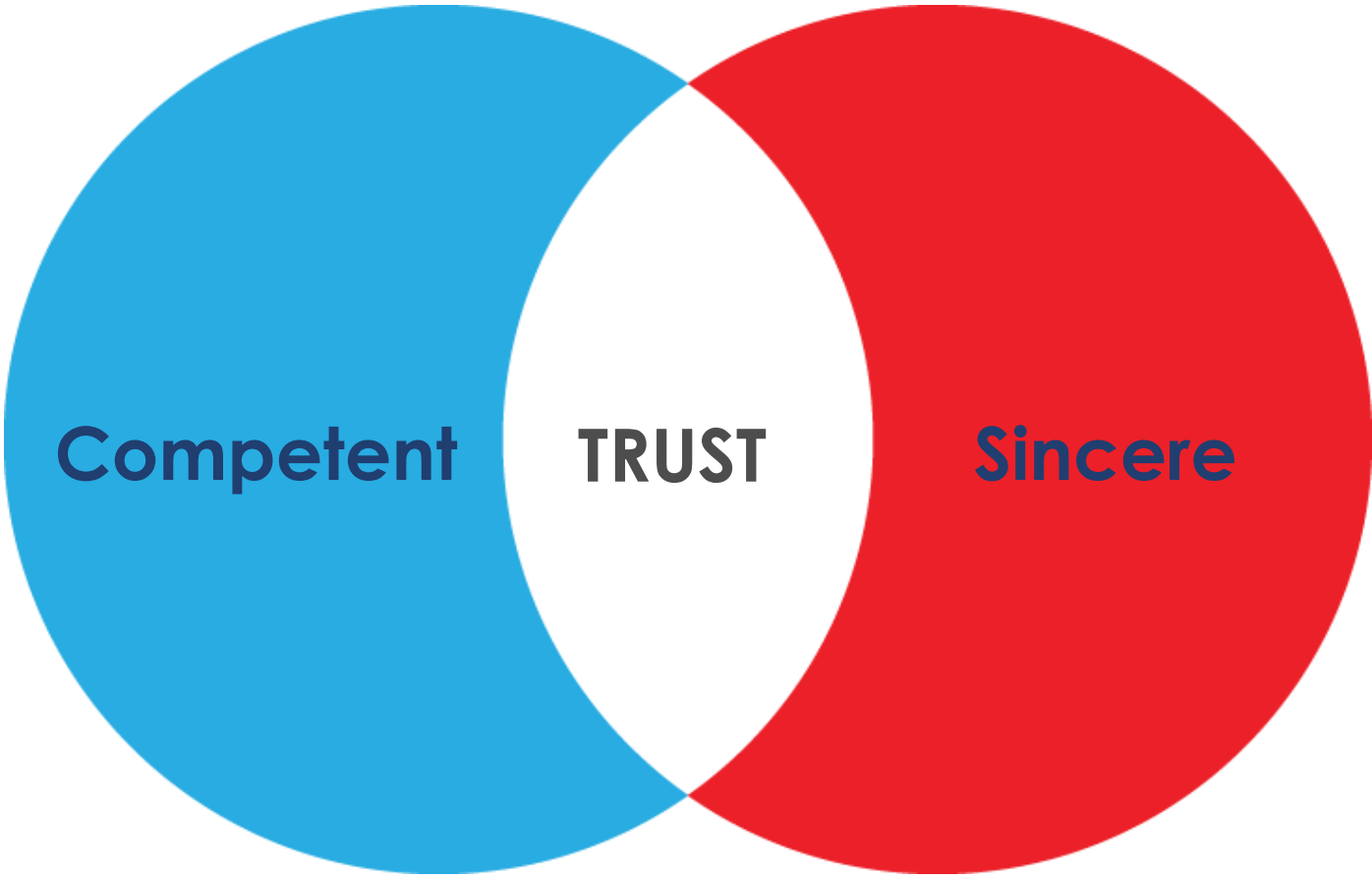
People feel first, think second and act third.

Trust is a Feeling

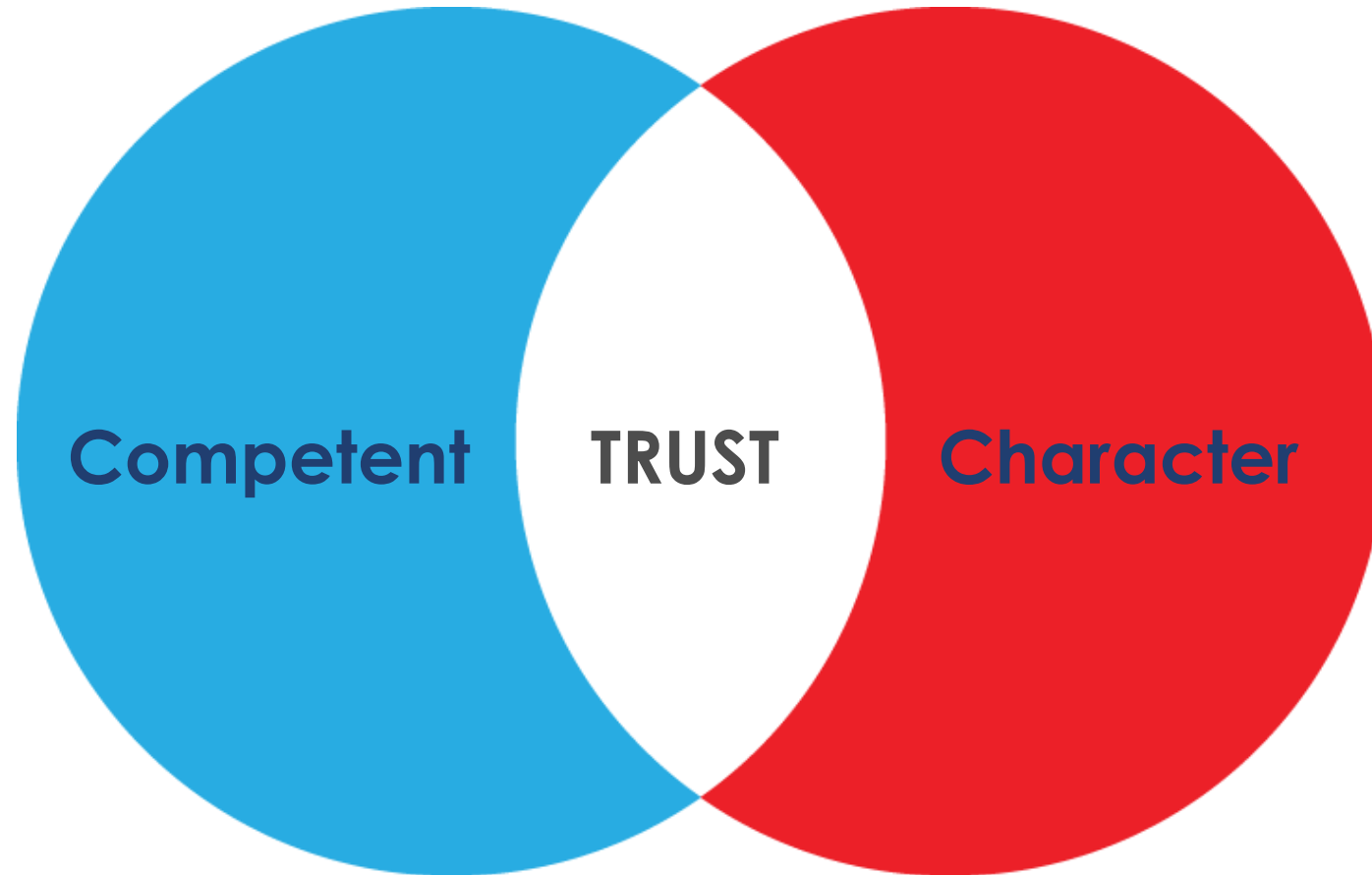
*“You cannot force me to trust you.
However, you can influence my decision
and what influences my decision
is your level of trustworthiness.”*

–John Blakey

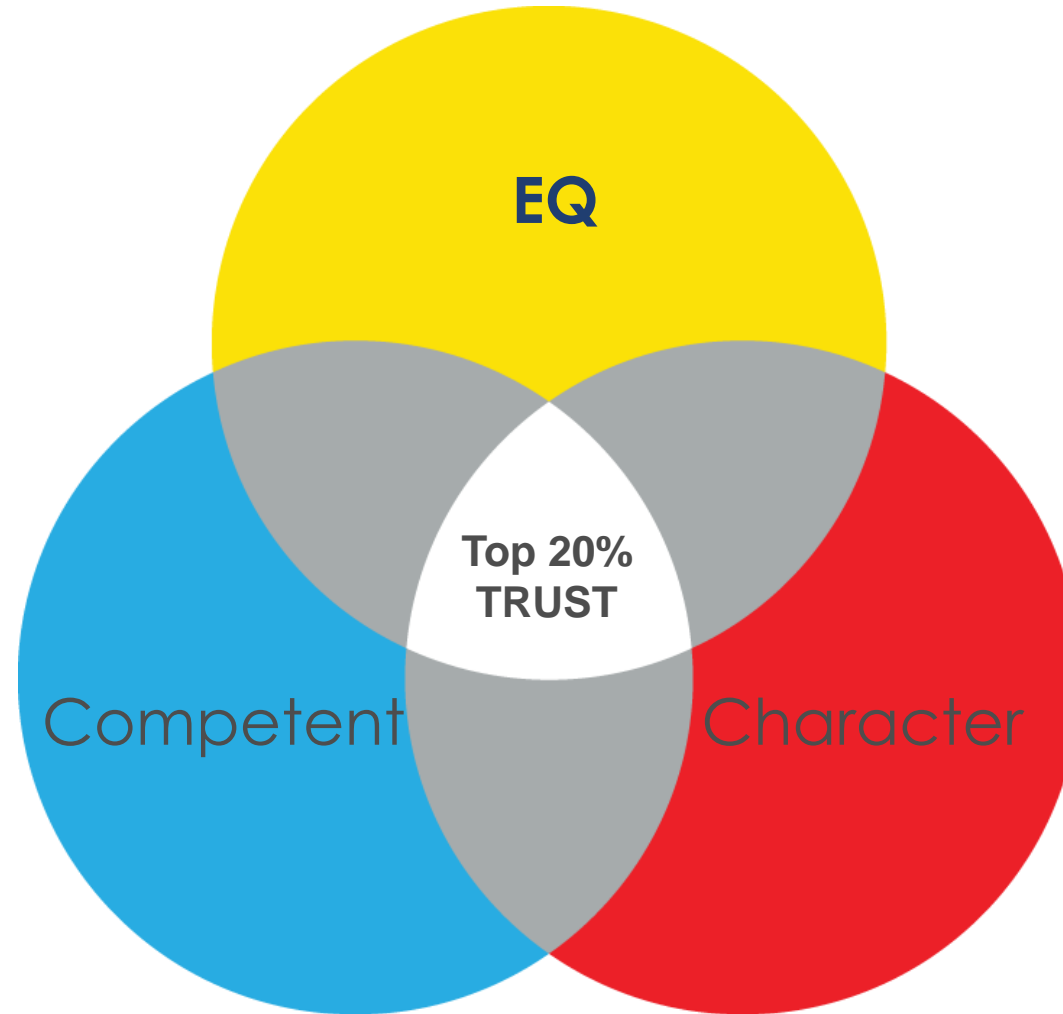
Stephen Covey on Trust



Franklin-Covey *SPEED-OF-TRUST*



The Missing Link – All Professions



People Are Influenced by People

People buy from salespeople they LIKE

People do business with people they LIKE

Students are motivated by teachers they LIKE

Employees follow leaders they LIKE

Employers hire people they LIKE

Why
Story?





safe

important

relax

remember

enjoy

pay attention

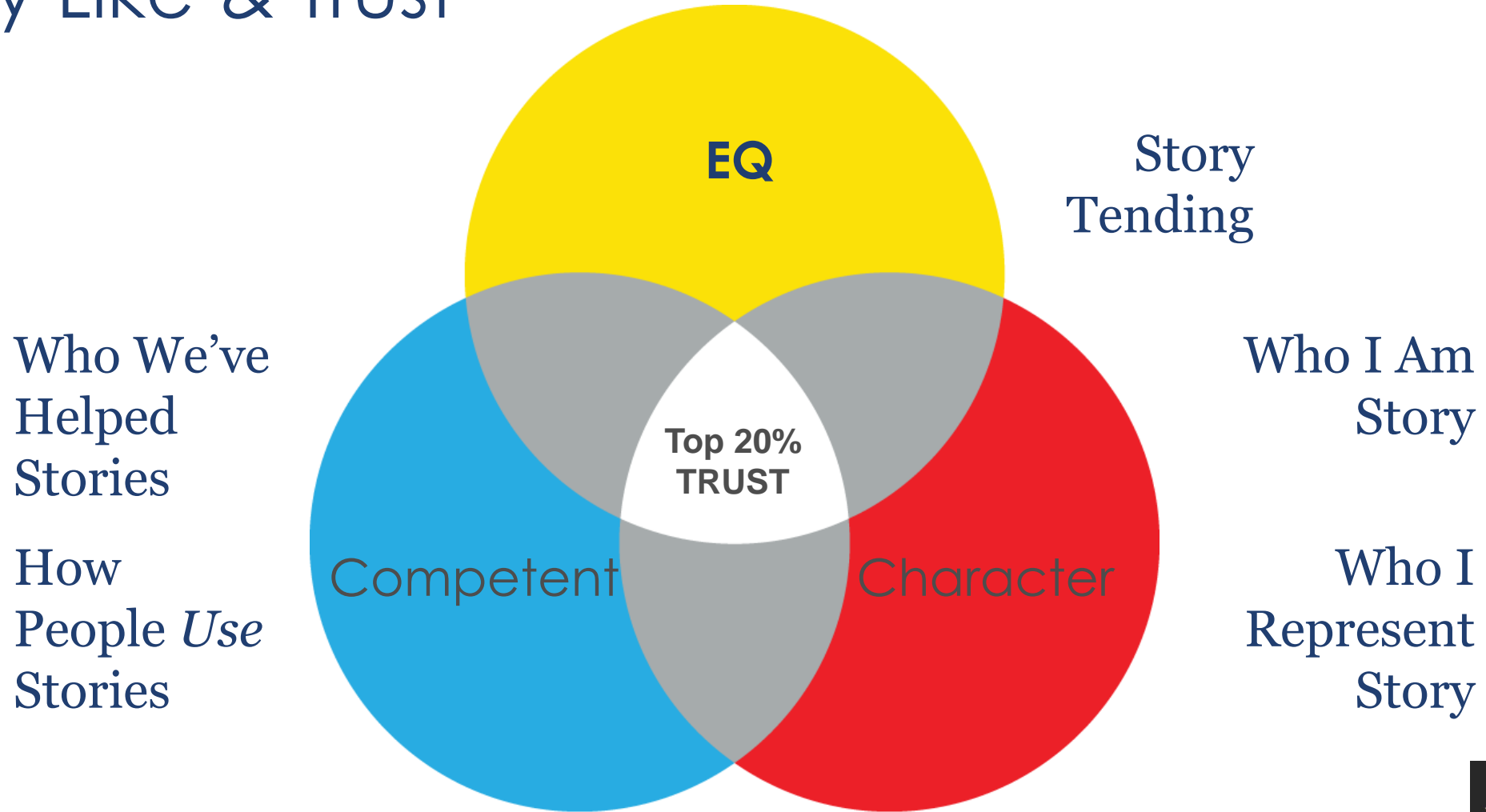
Seller's Story Inventory

Who We Have Helped

Who Am I

Who I Represent

People Are Influenced to Change by People They Like & Trust



Extroverts & Introverts

Extroverts typically better story tellers

Introverts typically better story tenders

These skills are mutually exclusive



Questions?

Mike Bosworth

Founder, *Mike Bosworth Leadership*