

Michelle Terpstra

Motivational Speaker & Sales Coach

The Story Edge: Build Relationships, Gracefully Move Through Objections & Effortlessly Make More Sales

The hard closing days are over. Selling on features and benefits no longer works. Prospective clients are getting smarter and more discerning than ever and desire a connection with the business that they select to help them with the biggest life and business problems. So how do visionary entrepreneurs build a sales system that can support the new demands of these premium-level clients?

Introducing the Story Edge. A strategic way to gather, share and sell with stories. The Story Edge uses sales psychology, connection-based sales and gracefully accelerates the sales cycle by circumventing the outdated pushy sales tactics that both prospective clients and entrepreneurs dislike all while creating a wildly loyal client base.

LEARNING OBJECTIVES

- Learn the **5 opportunities to share stories** in everyday business for more sales.
- Discover the **7 elements of every great story**.
- Take away 5 real actions to apply immediately that will **help you make more sales** with stories.



CLIENT FEEDBACK

"She focused on story-based sales psychology which was so incredibly helpful for the women in this program. I noticed that there was a renewed confidence in my clients, thanks to Michelle."

—Michelle Vroom,
Vroom Communications

REFERENCES

Tasha DaCosta, Lady Boss Studios,
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