

Making an Emotional Connection and Building Trust to Obtain New Clients

Session Handout / Exercises

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Making an Emotional Connection - NARPM
Session Handout - Bob Preston



Session Learning Objectives

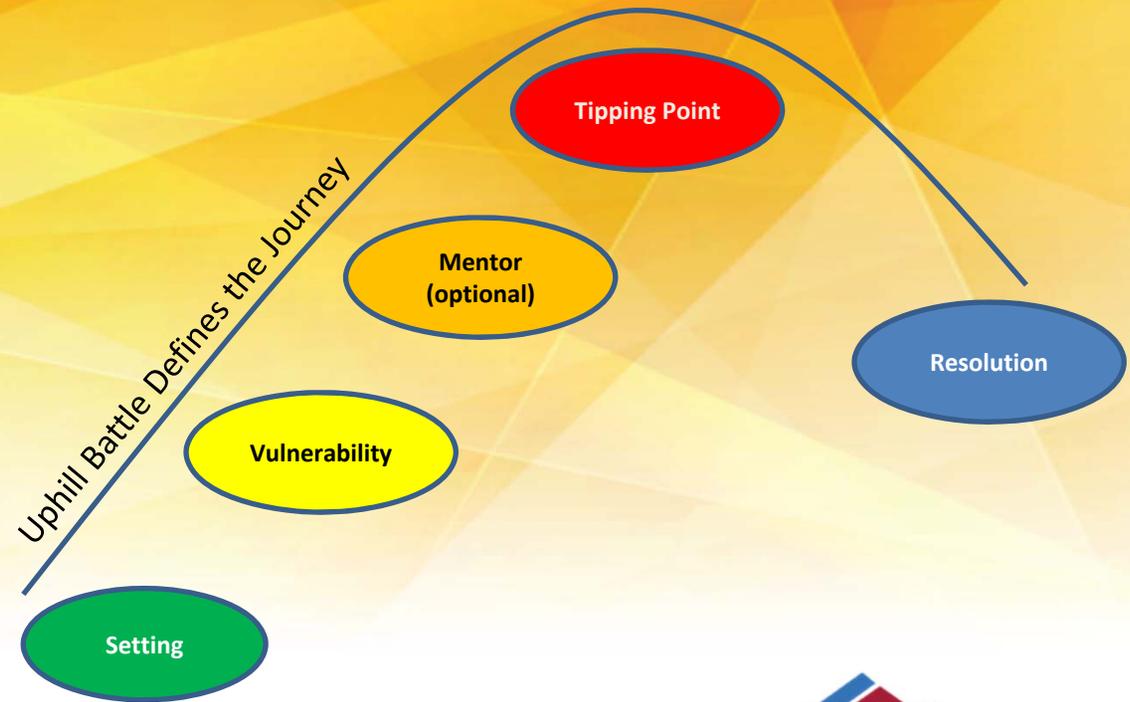
After completing this session, the attendee will be able to:

- Identify Characteristics of Great Salespeople
- Know the Importance of Their “Why”?
- Understand the Science of Story
- Craft a Hero’s Journey
- Engage in Practice Exercises
- Apply Story in Their Business
- Make Better Emotion Connections to Build Trust
- Follow Up to Close More Customers

A Hero's Journey: The Narrative

- **Setting:**
 - characters, the journey begins, uphill battle.
- **Vulnerability:**
 - complications create a broken world.
- **Mentor (optional):**
 - an inspirational figure who helps guide the way, offers advice.
- **Tipping point:**
 - hero ah-ha moment, light bulb, clears the hurdle, emerges to change.
- **Resolution:**
 - what's the new way, outcome, happily ever after.

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Building Blocks Exercise

- Identify Your Personal/Hero Journey
 - Setting: _____
 - Vulnerability: _____
 - Mentor (optional): _____
 - Tipping Point: _____
 - Resolution: _____



Practice Exercise

- Find a Partner (person sitting near you)
- Don't be embarrassed
- Practice:
 - Storyteller: tell your partner your personal/hero journey
 - Listener: provide your ear without interruption
- Discuss what you felt during each others' stories, both while telling the story and while listening
- Share if desired with larger group session



About Bob Preston



Bob Preston, President & Broker/Owner
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Bob Preston is the President & Broker/Owner, North County Property Group in Del Mar, CA and host of the highly ranked podcast, Property Management Brainstorm.

Bob has modeled his business from his own real estate and personal life experiences. Bob is a skilled story-teller and enjoys passing along his story-building model as a mentor, coach, and public speaker at sales kickoffs, and leadership retreats in other industries.

NARPM Designations

CPM, RMPC

Education

BA Psychology

University of California, Santa Barbara

MBA Marketing

University of California, Irvine

The Paul Merage School of Business

Executive Education

Stanford University

Graduate School of Business

