

Craig Harrison's Popular Storytelling



Inspiring Stellar Sales and Service Leadership



• Speaker • Trainer
• Consultant



Sales Through Storytelling!

Story Tell, Story Sell

Leverage the power of storytelling to powerfully sell your products and services. Share past successes using Craig's simple storytelling format. Your memorable stories will resonate emotionally with listeners, showcase qualities, skills, experience and values, and lead to more sales!



The Leader As Storyteller!

Learn to use stories to lead, inspire and mobilize your organization to success. Whether you tell creation stories about the origins of your company, use cautionary tales, "just so" stories, or powerful personal stories of sacrifice, ingenuity and creativity to inculcate values, you will open hearts and mind in new ways through the power of parables and other stories.



Prospecting Your Past for Hidden Story Treasures

Discover past personal stories you can polish and share with others to teach, inspire and entertain. Uncover "homegrown" humor from your own life, look with new eyes at disappointments, missteps and mishaps, and even tragedy (which, over time may turn into comedy). Explore the universal values, lessons and learning points embedded in your own personal stories.



Become An Improv-Master

Harness the power of Improvisation (AKA "Improv") to unleash creativity, sharpen listening, build rapport, deepen trust and team with success. Learn to *accept the offer*, replace *Yes, but* with *Yes, AND*, and *help your partner look good* in this interactive program full of fun games done as a group, in dyads and triads.



Past President
INTERNATIONAL
CUSTOMER SERVICE
ASSOCIATION
for the SF Bay Area
&
Silicon Valley



Past
President
NATIONAL
SPEAKERS
ASSOCIATION,
Northern California
Chapter