

SALES THROUGH THE ART OF STORYTELLING

An Interactive & Intensive Workshop
on Closing Sales with Impact

OVERVIEW

This unique session dives deep into the inception and closure of a sale—not with data dumps, but through the power of storytelling. Discover how a compelling story can bind together real-life experiences, emotion, intelligence, perseverance, adaptability, empathy, and motivation—while enhancing brand image, product understanding, service innovation, and negotiation mastery.

Learn to sell not just a product, but a vision—and build lasting relationships with your audience through persuasive storytelling.

KEY TAKEAWAYS

Participants will walk away with actionable tools to:

- Understand the psychology behind why stories sell better than facts
- Structure compelling sales narratives that resonate
- Create and deliver story-driven pitches that build trust & inspire action
- Use story templates to highlight product value, tackle objections & showcase success
- Practice real-world stories & receive live feedback

WORKSHOP CONTENT

- Welcome & Icebreaker: "Your First Sale" Story
- The Science of Storytelling: Why Stories Work
- Effective Communication Techniques
- Sales Roleplay: Pair & Group Activities
- Storytelling for Sales Impact: Aligning Stories to Sales Goals



SPEAKER

Abhishake De Sarkar

Founder, Advent Education | Filmmaker | Career Coach | Author

Abhishake De Sarkar is a renowned career coach, international education consultant, and **author of the Amazon bestseller *My Career, My Choice***. With over **20 years of experience** and having personally guided more than 10,000 students, he is the **Founder and CEO of Advent Education Global Advisor Pvt Ltd** and the **Founder-Director of Advent Synergy**. Abhishake is known for blending practical guidance with inspiring mentorship, helping young minds and professionals make confident, informed career decisions. As a dynamic speaker and mentor, he also leads corporate training and storytelling workshops. Adding to his diverse accomplishments, he is a debutant movie director and producer, making him a trusted name in both education and creative storytelling.

Hear from the Speaker – Click to Watch the Video:

<https://youtube.com/shorts/gkWScWXk6os>



What You'll Get

- ✓ Certificate of Participation
- ✓ Access to Advent Alumni Synergy Network
- ✓ Professional Networking Opportunities

Limited Seats | Interactive Format | Real-World Learning



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