

### Sensory Information

... relates to five senses:

- Seeing
- Hearing
- Feeling / touching
- Tasting
- Smelling

➤ , sound, texture and smell of a handful of coins are all pieces of sensory information



### Abstract Information

... consists of

- Concepts
- Thoughts
- Labels

which are not based in the senses and include categorisations and expressions of beliefs and emotions

Some responses to a handful of coins:

- They are worth something
- I can buy a cup of tea with them
- They are interesting
- I hate having such a lot of change

Metaphor is a way to  
transport meaning  
from one kind of thing to another



### Metaphoric Information

Very often, metaphors say more about a person's thinking than all their conceptual words put together

If you can put

- „It's like...“ or
- „It's as though ...“ or
- „It's as if ...“

before the expression, it is metaphorical (!)

## Metaphors

- The art of *storytelling* is a critical element in keynote speeches, presentations, or sales conversations.
- Metaphors can be used to illustrate specific topics and themes of a conversation or to get difficult messages across in a smart way.
- Overall, metaphors
  - help to get and to maintain attention
  - build an appropriate relationship with the customer
  - enables the customer to perceive the relevance of what is shared with him
  - pitch the communication in a way that relates to the customer's map of the world and their reality.
- Learn to use a story where the themes and ideas will expand during the presentation or conversation. At this point, it is worth noting that the customer is entertained that way, aren't they? Telling a story always attracts attention, and it is a sales rep's responsibility to find the balanced mix of providing facts and to entertain.
- Questions instead of statements help you to connect with the audience.
- Please remember, you want to create a positive environment. You will not disagree to the fact that when asked for how a meeting went, your answer might be typically an emotional one, like "quite nice" or "very inspiring" or "awful." Emotions are what the customer remembers *first* about a meeting, right?