

Sales Strategies: Respond to “Tell Me About You” the Right Way

Video Script



How to answer, “Tell me about you....”

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Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

Clarity Advantage Corporation
28B Junction Square Drive
P.O. Box 1429
Concord, MA 01742-1429
978-369-4755
www.clarityadvantage.com

Hi, Nick Miller, Clarity Advantage, welcome back and this time we’re going to talk about us.

More specifically, how do we talk about us when someone says, “So, tell me about you!”

So, we’re at a networking event, a conference, a holiday party, a soccer sideline. We’re chatting up someone at the event. We ask them questions, we find out a bit about them, everything is good, and then they ask, “so what’s your story?”

Well, story is the key word there. At that moment, we could give our resume... “Well, I graduated from Milton High School in 2001. I went to Penn State, got out in June 2005. Majored in operations management. My first job was in operations. Blah blah blah. Got married, had a kid, and here I am.” Or..... OR....

We could tell a STORY about us.

Like a movie... an opening with a hook, a plot, a denouement, a conclusion. For example, if you were to ask me that question, I might say something like, “well, I’m always at war with myself. I’m a cross between a guy who could have been a contract lawyer, a musician, or a documentary film maker. After college, I had to choose between going the ‘straight and narrow’ to business school or packing a guitar to tour with a band. I chose business school and then (maybe making it worse) banking. BUT... I got involved recovering money from bad loans. I was in Florida, I was in Puerto Rico, I was offered bribes, I chased people in cars, very exciting. Blah, blah, blah, and now, I run a training and consulting firm helping banks sell work with business clients and their owners and families.” So, the story may be longer or shorter. But...

It has a beginning.

I’m at war with myself, I’m a crazy cross between a guy who...

There’s a plot.

The hero’s journey, right? A fork in the road. Business school or band? Oh, business school. There’s a wild chase scene – chasing guys who stole money from my bank.

And then, resolution.

I found my life’s work... training and consulting firm.

So, each of us has a story. We just need to learn to tell it – three parts: opening, plot development, and resolution, where we are now.