



Dr. Veit Etzold

Dr Veit Etzold, a bestselling thriller author, started his career as a media manager at Bertelsmann. This was followed by stints at Dresdner Bank, Allianz, Boston Consulting Group, the ESMT Business School, and startups in Berlin and Silicon Valley. Dr Etzold helps reputable SMEs and international businesses develop strategies to communicate and successfully implement the right story. Another of his focuses is on distinguishing and positioning intangible services and premium products in an increasingly aggressive competitive environment. The more complex the strategy and abstract the service, the better the story needs to be. Etzold uses consultations, workshops and presentations to inspire audiences with his visual language and unique stories. The SPIEGEL bestselling author is able to seamlessly apply the techniques of exciting storytelling to the business communications world.

„To Tell is to Sell – Storytelling, the shortcut into the minds of your managers, staff or customers“

Themes

- › **Storytelling – How to use the right story to mentally get past bouncers and doormen**
 - Why stories work better than facts
 - How the paranoia principle immediately attracts attention
 - How to use the right story to emotionally cement your objectives
- › **StorySelling in sales – How to use the right story to attract and retain customers**
 - How to emotionalise premium, complex products, and create needs
 - How to transform your customers from the viewers into the heroes of your sales story
- › **Storytelling for leadership & management – How to inspire and attract people**
 - How to use the right story to implement complex change strategies and generate passion
 - How to use figurative communication to visualise company targets in a clear, comprehensible manner, and motivate staff
- › **Digital storytelling – Content marketing for the markets of the future**
 - How to still distinguish yourself in an over communicative world with increasingly short attention spans
 - How to optimise the customer journey, and make millions of customers feel unique
- › **Personalised storytelling tailored to your industry, target group or company – presentation and workshop e.g. for the pharmaceuticals industry, business consulting and law firms, financial services, IT and startups**

References & Press

“A very inspiring and memorable introduction into storytelling – our managers were delighted by the presentation, and some of them started to implement this powerful technique right after the coffee break!” **Claude Chèvre, Hannover Rück SE, Director of Personal Reinsurance**

“Dr Veit Etzold’s storytelling presentation was one of those which excellently combined both aspects. It’s where skill meets humour – suspense with passion and emotion. Definitely the best presentation I have listened to in the last 20 years.” **Wolfgang Altenstrasser, Head of Corporate Communications, VOK DAMS EVENTS GmbH**

“People don’t buy facts; they buy stories. Veit Etzold demonstrates in a very visual and entertaining manner how managers can use storytelling to steer their ‘company ship.’” **Rolf Schmidt-Holz, CEO of Sony Music Entertainment until 2011**

“Great and stirring – Etzold knows how stories work in sales.” **Jochen Körner, Managing Director Marsh LCC**

Inspiration

› People, books and events which inspire me:

„From my days as a consultant, banker and marketing expert, I know that if YOU don’t tell a story, someone else will. Because the idea of ‘nothingness’ does not exist in nature. Those who don’t have their own story surrender their marketing to those around them, who don’t always have the best intentions. Because they allow the vacuum created by their lacking story to be filled with someone else’s – whether it be a new strategy, selling a complex product, or distinguishing oneself in the digital world.

Fees & Languages

- Keynote speech** Honorargruppe D
- Daily rate** Honorargruppe D
- Languages**

Travel costs



Media

