

Dr. Veit Etzold

“To tell is to sell – storytelling, the fastest way into the minds of your management, employees or customers”

Dr. Veit Etzold, bestselling thriller author, began his career as a media manager at Bertelsmann. Further stops along the way were Dresdner Bank, Allianz, Boston Consulting Group, the ESMT Business School and start-ups in Berlin and Silicon Valley. Dr. Veit Etzold supports renowned medium-sized and international companies to develop strategies to communicate with the right story and to implement it successfully. Another focus is on differentiating and positioning non-material services and high-priced products in an increasingly aggressive competitive environment. The more complex the strategy, the more abstract the service, the better the story must be. In discussions, workshops and lectures Etzold thrills with his imagery-rich language and his unique stories. The SPIEGEL bestselling author succeeds in seamlessly weaving exciting storytelling techniques into the world of business communications.

Themes

› Storytelling – how to get past the bouncer in your brain with the right story

- Why stories work better than facts
- How the paranoia principle immediately guarantees attention
- How to emotionally anchor your goals with the right story

› Story-Selling in sales – how to win over customers with the right story

- How to emotionalise high priced and complex products and create needs
- How to turn your customers from the audience into the hero of your sales story
- How to use the “Mystery Strategy” to create tension and trigger fascination

› Storytelling for Leadership & Management – how to inspire and win over people

- How to make complex change strategies tangible and create passion with the right story
- How to visualise business goals and bring about motivation through imagery-rich communications
- How to retain employees and become a magnet for top talent with your own employer branding story

› Digital Storytelling – content marketing for the markets of tomorrow

- How to differentiate yourself in a world overwhelmed by communications with ever shorter attention spans
- How to optimise the customer journey and give millions of customers the feeling that they're unique

› Equity Storytelling – how to increase corporate value with the right story

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, Member of the Board, Personal insurance/Reinsurance**

“The storytelling presentation by Dr. Veit Etzold belongs among those who combine both expertise and humour in an excellent way – with passionate and emotional tension. Definitely the best lecture I’ve heard in the last 20 years.” **Wolfgang Altenstrasser, Head of Corporate Communications, VOK DAMS EVENTS GmbH**

“People do not buy facts, they buy stories. Veit Etzold shows in a very clear and also entertaining way how managers can steer their ‘company ship’ through storytelling.” **Rolf Schmidt-Holtz to 2011 CEO of Sony Music Entertainment**

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

Inspiration

› People, books, and events that inspire me:

“In my time as a consultant, banker and marketing expert, I experienced it time and time again: If YOU don’t tell a story, others will. Because nature does not provide for a vacuum. Whoever scores points without a story is not always providing their own marketing with the best environment, because he is enabling the vacuum to be filled with someone else’s story. This applies whether it’s a new strategy, selling a complicated product, an equity story or differentiation in the digital world.”

Fees & Languages

Keynote speech **D**

Daily rate **D**

Languages  

Travel costs

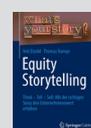


Berlin

Media



Der weiße Hai im Weltraum
ISBN: 978-3527507467
19,99 €



Equity Storytelling
ASIN: B00KTAJDG
22,99 €