



## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

**Coffee Break with Game-Changers, presented by SAP**  
**Wednesday at 8 AM Pacific/11 AM Eastern**  
**February 01st 2017: Tell Me a Great Story: The Role of Storytelling in Sales**

The buzz: "People are hungry for stories. It's part of our very being" (Studs Terkel). Everyone loves, craves, and has a story. But many companies approach prospects and customers with boring, crammed power point slides devoid of action, conflict and emotion. Did you forget that these people are human? Solution: Frame your information like an action movie—with a hero and a villain—that your potential buyer would watch in a theater, as they munch popcorn. Why? Powerful storytelling can propel your sales effort to a new level of trust and customer loyalty. The experts speak. Michael Margolis, Ge

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### Featured Guests



#### Michael Margolis

Michael Margolis is an educator, anthropologist and narrative strategist. As CEO of Get Storied, he advises corporate leaders on messaging, disruptive innovation, and complex change adoption. His clients include Google, Deloitte, Facebook, NASA, venture capitalists, and high-growth startups. Over 15 years, Michael has shared his approach with tens of thousands, across 12 countries and 4 continents, who all want to learn -- how tell a better world-changing story. He's been featured in Fast Company, TIME, and Inc Magazine and speaks regularly at conferences including TEDx, SXSW, and Zappos Insights. Michael is also the author of the Amazon #1 best-seller, Believe Me: A Storytelling Manifest

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#### Heidi Berenson

Two-time Emmy and Peabody Award-winner Heidi Berenson, president of Washington, DC-based Berenson Communications, powers up the performance of top executives -- Fortune 500 CEOs to Members of Congress -- when facing the press, a presentation or a pitch. Her TV credits include: ABC News, Good Morning America, CBS News with Charlie Rose and CNN. She's appeared on Good Morning America and CNN: [https://www.youtube.com/watch?v=0cey61CrH\\_c](https://www.youtube.com/watch?v=0cey61CrH_c) Capital Style wrote: "(Heidi) likes to lead by example. It's a style that sets her apart from Washington's growing legion of media trainers." She's been quoted in The Washington Post, The Boston Globe an

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#### Janis Fratamico

Janis Fratamico is the Marketing Leader, East Market Unit for SAP. With more than 20 years of marketing experience in the enterprise computing and consulting services markets, Janis has played a key role helping shape the strategy and go-to-market approach for key business units at Bloomberg, IBM, PricewaterhouseCoopers and KPMG. Janis joined SAP in 2016. Most recently, she was the Head of Global Relationship Marketing for Bloomberg LP. Prior to that, Janis spent 12 years with IBM, leading the marketing for IBM's Consulting Business in North America for 10 years and later as the Global Marketing Director for the Distribution Sector. Janis is a repeat Breast Cancer Three-Day walk participant

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