Storytelling as a persuasion strategy in the purchase decision of colombian consumer

El storytelling como estrategia de persuasión en la decisión de compra del consumidor colombiano

Storytelling como estratégia de persuasão na decisão de compra do consumidor colombiano

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Research article. https://doi.org/10.16925/2357-6014.2025.01.05

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Abstract

This article is the result of research developed by the Communication-Culture-Mediation Group of the Faculty of Social Sciences and the Administration and Management of Organizations AdGeo Group of the Jorge Tadeo Lozano University of Bogotá in 2025.

Methods: The study collected in-situ and real-time data, yielding several findings based on 264 surveys conducted with various sales agents. This allowed for an understanding of sales advisors' perceptions of storytelling, not only as a communication technique but also as a sales strategy.

Results: The research presents the findings of a survey conducted with technology salespeople, aimed at evaluating storytelling as an effective technique for engaging consumers in retail settings. The study focused on understanding the salespeople's perceptions of the usefulness of storytelling in creating emotional connections with customers, and how this strategy can influence purchasing decisions.

Conclusions: The study revealed that most salespeople recognize the importance of storytelling as a tool for engaging consumers. Ultimately, this research supports the idea that storytelling is a valuable technique that can play a significant role in persuasive consumer engagement.

Originality: The use of storytelling as a persuasive sales strategy by Colombian companies has not been previously addressed, making this article a key contribution to understanding the topic.

Limitations: The article also presents various perspectives on the limitations of using storytelling in commercial strategies in Colombia.

Keywords: Storytelling; Sale; Buyers; Shopping experience.

Resumen

Este artículo es el resultado de una investigación desarrollada por el Grupo de Comunicación-Cultura-Mediación de la Facultad de Ciencias Sociales y el Grupo de Administración y Dirección de Organizaciones AdGeo de la Universidad Jorge Tadeo Lozano de Bogotá en 2025.

Métodos: Este artículo recopiló datos in situ y en tiempo real, y arrojó varios hallazgos mediante la implementación de 264 encuestas a diferentes agentes de ventas. Esto permite comprender la percepción de los asesores de ventas sobre el storytelling, no solo como técnica de comunicación, sino también como técnica de ventas.

Resultados: Esta investigación presenta los resultados de una encuesta a vendedores de tecnología, con el propósito de evaluar el storytelling como una técnica efectiva para conectar con los consumidores en entornos minoristas. El estudio se centró en comprender la percepción de los vendedores sobre la utilidad del storytelling para crear conexiones emocionales con los clientes y cómo esta estrategia puede influir en las decisiones de compra.

Conclusiones: El estudio reveló que la mayoría de los vendedores reconocen la importancia del storytelling como herramienta para conectar con los consumidores. En definitiva, esta investigación respalda la idea de que el storytelling es una técnica valiosa que puede desempeñar un papel importante en la interacción persuasiva con el consumidor.

Originalidad: El uso del storytelling como estrategia de persuasión de ventas por parte de las empresas colombianas no se ha abordado previamente, lo que convierte a este artículo en un elemento clave para comprender el tema abordado.

Limitaciones: También se comparten diferentes enfoques y perspectivas sobre las limitaciones del uso del storytelling en las estrategias comerciales en Colombia.

Palabras clave: Narrar; Historias; venta; Compradores; Experiencia de compra.

Resumo

Este artigo é resultado de uma pesquisa realizada pelo Grupo de Comunicação-Cultura-Mediação da Faculdade de Ciências Sociais e pelo Grupo de Administração e Gestão de Organizações (AdGeo) da Universidade Jorge Tadeo Lozano, em Bogotá, em 2025.

Métodos: Este artigo coletou dados presenciais e em tempo real e produziu diversas descobertas por meio da implementação de 264 pesquisas com diferentes representantes de vendas. Isso nos permite compreender as percepções dos representantes de vendas sobre o storytelling, não apenas como técnica de comunicação, mas também como técnica de vendas.

Resultados: Esta pesquisa apresenta os resultados de uma pesquisa com vendedores de tecnologia, com o objetivo de avaliar o storytelling como uma técnica eficaz para se conectar com os consumidores em ambientes de varejo. O estudo se concentrou em compreender as percepções dos vendedores sobre a utilidade do storytelling na criação de conexões emocionais com os clientes e como essa estratégia pode influenciar as decisões de compra.

Conclusões: O estudo revelou que a maioria dos vendedores reconhece a importância do storytelling como ferramenta para se conectar com os consumidores. Em última análise, esta pesquisa corrobora a ideia de que o storytelling é uma técnica valiosa que pode desempenhar um papel importante na interação persuasiva com o consumidor.

Originalidade: O uso do storytelling como estratégia de persuasão de vendas por empresas colombianas não foi abordado anteriormente, tornando este artigo um elemento-chave para a compreensão do tema abordado.

Limitações: Diferentes abordagens e perspectivas também são compartilhadas sobre as limitações do uso do storytelling em estratégias de vendas na Colômbia.

Palavras-chave: Storytelling; Histórias; Vendas; Compradores; Experiência de Compra.

1. INTRODUCTION

According to Barthes [1] in its almost infinite forms, the story is present in all times, in all places, in all societies. Storytelling begins with the history of humanity itself; there has never been a people without a story. Narratives have always been a culturally significant means of preserving history, teaching moral values, and entertaining. For Polkinghorne [2], in communication, "stories play a fundamental role, present both in hallway conversations and in presidential speeches." According to Schank [3], through stories "a large amount of information is quickly communicated that can be easily accepted." But also "storytellers must reveal part of themselves to the audience and assume possible criticism, because it is literally impossible to tell a story and not reveal part of it" Núñez [4].

Thus, brands also act as storytellers and must recognize their role in communication—understanding who they are, how they are characterized, and how to become credible and trustworthy sources for consumers. As Duarte [5] points out, thanks to their universal and human character, "stories appeal to emotions and generate

resonance," which can influence purchasing decisions and support the achievement of commercial goals. This research enabled a deeper understanding of an alternative and innovative way of selling—through storytelling—moving away from traditional sales methods. It was based on interviews with salespeople of technology products from major retail chains in Colombia. The study demonstrated the challenges they face in a consumer economy that increasingly moves toward the concept of omnichannel—a unification of in-person shopping experiences with the benefits of e-commerce.

Over time, a salesperson acquires deep knowledge of the products they sell, which allows them to better understand technical features, answer customer questions, and address concerns more effectively. By exploring strategies for approaching storytelling as a competitive advantage, this study revealed how brands and their advisors can improve both sales performance and customer connection. First-hand information helped define a pathway toward adopting storytelling-based sales mechanisms. These expand the communicative capacity of salesforces in retail environments and become part of a brand's competitive advantages and reputation-building strategies. Ultimately, this supports the assertion by Apaza-Panca et al. [6] that "storytelling as a technique allows emotional connection and inspires a great diversity of people," making it an innovative sales strategy.

1.1 Literature Review

A. The evolution of traditional sales

Traditional sales, characterized by direct interaction between sellers and buyers, have long been the foundation of commerce. However, with advancements in technology and globalization, this model has significantly evolved.

Traditional selling refers to the process in which a seller offers products or services directly to a buyer, typically in physical spaces such as stores or markets (J. Doe [7]). The adoption of information systems and online platforms has enabled companies to expand their reach and enhance efficiency in their sales processes (A. Smith and B. Johnson [8]).

In the sale of technology products—which is the focus of this research—consumer evaluation of a product's less attractive features may be perceived more positively when presented within a narrative. According to Adaval & Wyer [9], the high cost of a product may go unnoticed if not mentioned or framed within a story. The specific characteristics of a product gain meaning within the imagined scenario. While some consumer behavior theories suggest that people rationally assess product features,

in reality, consumers often envision usage scenarios and their emotional or practical outcomes.

Furthermore, according to Cerón, Alcántara, Zapote & Cerón [10], consumer behavior is a social phenomenon that changes frequently. For López Celis and Peñalosa Otero [11], the implementation of Corporate Social Responsibility (CSR) by brands increases consumer trust and knowledge, contributing to a more positive purchasing attitude.

Although many salespeople already use narratives, a deeper understanding of storytelling can help transform traditional sales approaches that rely heavily on technical descriptions. For example, selling a camera through a story about capturing meaningful holiday moments can create emotional resonance and add perceived value to the product. A compelling story may evoke emotional responses—visible through body language, facial expressions, gestures, and even tone of voice—which enhance connection and trust.

This aligns with the concept of business competitiveness, defined as a company's ability to create value internally and externally, adapt to market demands, and ensure survival. As noted by Larios-Gómez and Ochoa Ramírez [12], and Ponce Vergara, Solís Cedeño, and Ponce Andrade [13], critical success factors for competitiveness include standardized processes, skilled personnel, and expansion strategies (via franchises or branches).

Individual identity is shaped over time through actions, experiences, and consumption habits. The way a person chooses to interact with or consume a brand becomes part of that evolving identity. As Schembri [14] states, brands can adopt human-like personalities, forming emotional connections with consumers. Jenkins [15] suggests that stories help people envision potential experiences with a brand, influencing their decisions.

Once a story-based representation is established, people tend to evaluate the brand as a whole, rather than isolating individual features. Even if certain product attributes are negative, these may carry less weight when embedded in a well-constructed narrative.

In this way, storytelling enhances the sales process by opening up innovative paths of business interaction. These new narratives respond to consumer concerns and ultimately improve consumer-seller dynamics.

B. Understanding the consumer through archetypes

According to Carl Gustav Jung, archetypes are universal structures within the collective unconscious that shape perception, thought, and behavior. These include figures

such as the Shadow, the Anima, the Hero, and the Self. They are not inherited images but rather innate templates that lead to the formation of similar representations across cultures and time periods (M. Jaramillo-Marín [16]).

Storytelling, as a communication technique, uses narratives to convey messages in emotionally engaging and memorable ways (J.E. Escalas [17]). In marketing, it has become a powerful tool for brand differentiation, consumer connection, and influencing purchasing decisions (J. Pulizzi [18]). According to Fog, Budtz, and Yakaboylu [19], a well-told story can generate trust, empathy, and credibility with target audiences.

Brands that craft meaningful stories gain competitive advantages by fostering consumer loyalty and cultivating a positive image. Though ancient in origin, this methodology has been effectively adapted to contemporary fields such as education and business (A.M. Caballero-López & A. Suárez-Guerrero [20]). De Oliveira and Ferreira [21] also emphasize storytelling's power as a vital and effective educational technique.

Understanding and applying archetypes within storytelling offers a powerful lens for analyzing consumer behavior from an emotional perspective. This helps create richer storytelling experiences that attract, engage, and retain audiences. While archetypes do not explain all aspects of behavior—people are complex and multifaceted—they are useful for crafting characters and stories that resonate emotionally. As Arango & Sojo [22] suggest, archetypes can guide the creation of stories that connect with audiences in symbolic ways—for example, "the lightning in the Gatorade bottle somehow energizes the liquid inside." Table 1 below presents twelve archetypes commonly used to strategically define characters in brand storytelling.

Table 1. Archetype model

Archetype	Purpose	Fear	Dark side
The innocent	Valuation of purity and simplicity. Harmony with the laws of nature	Making mistakes	Denial of the existence of problems. Tendency toward infantilism and narcissism
The explorer	Meaning of life through life experiences. Reward of discovering who I am. Collect experiences.	To get stuck/stuck	Becoming a vagrant unable to commit to anything
The hero/warrior	Being loved by others for your ability to achieve goals that seem unattainable	Panic that his strength will fail	Fighting as the only way of life or inventing enemies where there are none
The wise	The best way is personal growth, it is discovering fundamental truths of the world	To be deceived, not to be able to understand	Falling into dogmatism, into a lack of emotional intelligence

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Archetype	Purpose	Fear	Dark side
The rebel	Self-construction of identity. Recognition in fear of peers. Breaking conventions that bind him to society. He is provocative, iconoclastic, and exhibitionist by nature.	Being ignored or trivialized by others	Destruction leads nowhere. They never stop being a teenager. They end up hurting others.
The magician	He wants to do and know how to do. He wants to discover the laws that govern the world in order to put them into practice and create new realities.	Experiments that have disastrous consequences	Becoming manipulative of others
The lover	Enjoy both sensual and intellectual experiences. Mission: to seduce in order to achieve full communication and a greater number of profound experiences.	Not being attractive or interesting in the eyes of others	Losing yourself in pleasures, being a puppet or manipulator.
The normal person	Be accepted by others. Respect social norms.	Fear of rejection	Fall into simplicity, superficiality
The joker	Enjoy the moment. Always look for the humorous side, even in the most solemn situations.		Lead a superficial life
The protector	Vital meaning: helping others. Does things for others	Ingratitude or not being able to care.	Ignoring yourself and living through others, imposing your cares on yourself.
The sovereign	Dreams of building a prosperous and happy community, business, and family. Doesn't hesitate to take on responsibilities and establish oversight mechanisms.	Chaos or lack of definition.	Become a tyrant.

Source: Núñez, (2007).

These descriptions of the twelve archetypes enrich the storytelling experience by introducing characters full of depth and personality. Understanding both their strengths and limitations allows the audience not only to listen to a story but also to discover within it aspects of their own humanity—and of humanity as a whole. The twelve archetypes serve as behavioral models that can be leveraged as strategic tools, as they can be imitated, reproduced, or adapted. Stories that feature archetypal characters transcend social and generational barriers, resonating with adults, children, and young people alike. They invite reflection and inspire us to imagine that, at different moments in our lives, we may identify with the emotions these characters evoke—emotions that challenge our ego, personality, fears, and expectations.

For sales consultants, it is essential to understand the value of these archetypal models and, more importantly, to develop the ability to recognize and construct them effectively. As noted by Arango & Sáenz [23], archetypes possess a powerful emotional component because they are "a descriptive resource that positions narrated characters within specific qualities and behaviors, imbuing them with meaning and

character." By identifying which archetypes resonate with a consumer's mindset, sales narratives can be tailored to create stronger emotional bonds—ultimately enhancing consumer loyalty.

For instance, if a consumer identifies with the Hero archetype, a story can be crafted in which the technology product acts as a savior or ally, helping the consumer overcome obstacles. If the consumer aligns with the Explorer archetype, they may be more responsive to narratives that highlight adventure, discovery, and innovation. Conversely, a consumer who relates to the Sage archetype may be drawn to messages that emphasize knowledge, detailed information, and thoughtful analysis.

C. Commercial interaction through storytelling

If consumer analysis involves identifying profiles of people with specific shared and/or exclusive attributes and characteristics, recognizing these traits allows us to see the other side of the coin—where making a sale is not the only goal. Each moment in the commercial encounter precedes a particular type of action. In this context, to generate genuine interest in potential consumers, Smith [24] recommends applying the following latent strategies throughout the entire sales interaction process: the initial approach, the development of the pitch, and the closing of the commercial relationship.

During the first interaction, often referred to as the "icebreaker," a concise and engaging description of the salesperson's role or the brand's mission is essential. This initial impression should capture attention and avoid inducing boredom—this is where storytelling becomes a valuable tool. In crafting the pitch, a series of challenges that can be addressed with the product or service should be presented. Ideally, the pitch should conclude with a clear sentence summarizing how the product solves the consumer's problem or enhances their experience—for instance, using a waterproof camera to capture underwater adventures at the beach.

The closing of the commercial relationship occurs once the consumer's full attention has been secured, establishing a sense of trust. At this point, the salesperson should no longer be perceived as a seller, but rather as a trusted advisor—someone offering their services to resolve needs or conflicts.

When a "cooperative rapport" has been established, the sales consultant can rely on their mental library of stories to steer the conversation toward problem-solving and need-satisfaction. Again, storytelling plays a key role. Smith outlines a five-step strategy for crafting effective commercial speeches (Table 2), which highlights the importance of structure, reflection, and contextualization in storytelling for sales.

Table 2. Strategy for developing commercial speeches

Steps	Purpose
Writing	Take notes on ideas that come to mind. They can be imagined or based on memories of times you helped a customer significantly. Ask yourself questions like: What was the salesperson's first reaction? How was help provided? What response did they receive? How did the customer feel?
Choice	Prioritize stories you want to work on first. Select A, B, or C. Choose the most appropriate one depending on the situation.
Consultation	Share the list with others to ask for feedback (coworkers, boss, top consumers). Ask for help improving the story.
Assessment	"Make your mark" and move on to the next one. Evaluate at the end of each pitch based on whether it was a success/failure/needs improvement/needs to be discarded.
Context	Create a context that includes conflict and resolution.

Source: own elaboration based on Smith (2020).

This structured method allows sales consultants to build pitches based on actual or hypothetical experiences, which are then refined through self-assessment and peer feedback. This process enhances both communication and research skills by grounding storytelling in practical use cases. While implementing these techniques is important, organizations must also acknowledge and address the strengths and limitations of storytelling in both customer service and internal communication. As Capriotti [25] notes, storytelling is a distinct skill—without proper training, employees may lack the confidence to apply it effectively.

Understanding storytelling begins with identifying potential story ideas. This often starts with a writing exercise, enabling the salesperson to elaborate on their thoughts, reflect on interactions, and improve their performance based on real-time consumer cues such as responses, silences, and engagement. According to Smith [23], feedback from external sources such as coworkers or even family members can provide critical insights for refining these stories.

D. Corporate Commitment to Storytelling

In the highly competitive technology market, recognizing past successes and failures is crucial for building lasting consumer relationships. In recent years, companies have embraced transmedia storytelling—a strategy that extends the brand's narrative across multiple interactive platforms. This approach fosters deeper engagement, participation, and a sense of belonging among consumers (MJ Gómez & LG López [26]).

Despite its appeal, storytelling does not always yield immediate, quantifiable sales outcomes. It is vital for employees to consistently communicate the brand's

story and core messages. A disjointed or incoherent narrative can confuse customers, and evaluating the impact of storytelling on actual sales remains a challenge.

In digital spaces, where consumers cannot physically interact with a product, storytelling helps contextualize the offering. It demonstrates how a product integrates into consumers' lives and solves real problems. However, companies must recognize that once a story is shared, they no longer have full control over it. As Núñez [4] explains, when control is transferred to the audience, narratives can be altered, fragmented, or reinterpreted. This vulnerability requires companies to craft more persuasive and authentic stories.

Moreover, the corporate implementation of storytelling goes beyond external communication—it is increasingly seen as a valuable internal tool to promote employee loyalty, commitment, and alignment with organizational values (DM Jara Bejarano, FA Ríos Incio, & GC [27]).

In Colombia, although digital channels now dominate many forms of interaction, the shift was catalyzed by the COVID-19 crisis, which made digital engagement a necessity rather than an option (Arango [28]). A. Cerón Islas et al. [29] highlight that the pandemic reshaped experiences not just as consumers, but also as employees, entrepreneurs, and citizens—transforming behaviors and expectations.

According to Valencia et al. [30], the pandemic accelerated the adoption of the omnichannel model, strengthening the integration of online and offline sales strategies. Given that face-to-face commerce remains prominent in Colombia, it is crucial to harmonize narratives across digital and physical platforms. Brands must recognize the advantages of consistent, emotionally resonant storytelling in both realms. As González [31] notes, storytelling helps build brand identity and emotional connection, contributing to competitive advantage at the point of sale.

2. MATERIALS AND METHOD

A face-to-face, real-time data collection method was implemented, yielding findings from 264 completed surveys. The objective was to understand how sales advisors perceive storytelling not only as a communication tool but also as an effective sales technique. The study focused on Colombia's technology sector, chosen based on the researchers' familiarity with the field.

The central research question was:

"Based on your experience when closing a sale, how effective is it to use anecdotes or success stories—your own and/or those of other consumers—related to the technology product?"

The survey explored how storytelling shapes sales interactions, especially in relation to how consumers respond to personal and third-party anecdotes involving product use. Participants included sales consultants and leaders from Colombia's major retail chains, including Alkosto, Ktronix, and Falabella, across ten cities: Bogotá (45.8%), Cali (19.7%), Medellín (11.4%), Neiva (6.1%), Ibagué (4.5%), Pereira (4.2%), Manizales (3.4%), Barranquilla (2.7%), Bucaramanga (1.1%), and Villavicencio (0.8%). The survey addressed several key areas:

a. The role of the salesperson in influencing purchase decisions
b. The impact of storytelling-driven sales strategies
c. The level of competition and the consultant's storytelling skill
d. A comparison between traditional and storytelling-based sales methods
e. The impact of COVID-19: in-store advisory vs. online sales

The methodology analyzed how storytelling is embedded in the discursive structures of sales interactions. Questions explored salesperson tenure, effectiveness in conveying technical features, benefits of storytelling, types of effective narratives, and consumer values when purchasing technology.

3. RESULTS

Of the 264 technology salespeople surveyed, 64.4% reported having held their position for between 1 and 5 years, while 16.3% had between 6 and 10 years of experience. This level of tenure suggests a solid foundation of expertise in sales and consumer interactions, thereby lending credibility to their responses. Consequently, the question "Based on your experience, what do consumers value most when purchasing technology?" becomes particularly relevant, as its answer provides critical insights into the sales process. According to the results, 62.9% of respondents indicated that building trust and establishing a connection with the customer is the most valued factor—an observation illustrated in Figure 1.
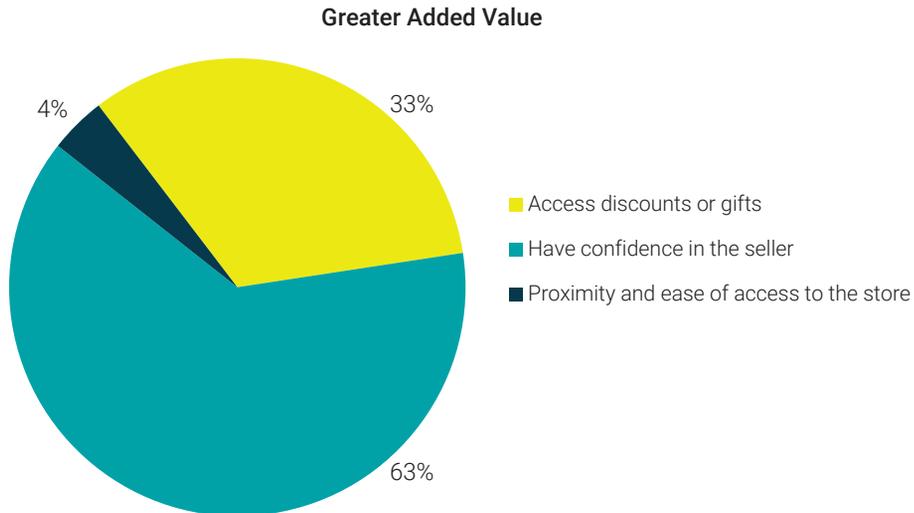
Greater Added Value

Figure 1. Evaluation of the experience when purchasing technology
Source: own elaboration

This response aligns with the 88.6% of consumers who frequently seek out sales consultants because they believe that "they understand the consumer's context and can recommend products that meet their needs." Building strong relationships with consumers requires time and consistency. Salespeople with more experience often develop a loyal customer base and lasting trust, which contributes to customer retention and repeat purchases. As shown in Figure 2, factors such as store proximity (6.8%) and discounts (4.5%) are considerably less influential in driving repeat purchases.

Reason for Recurring Purchase

Figure 2. Reasons for repeat purchases
Source: own elaboration

To assess the importance of narrative techniques in sales, respondents were asked about their use of such strategies when offering or facilitating the sale of technology products. Experience in technology sales often enhances negotiation skills, as seasoned salespeople gain a deeper understanding of the negotiation process and develop the ability to identify opportunities and close mutually beneficial deals. As shown in Figure 3, only a small percentage of salespeople (3%) reported being unfamiliar with narrative techniques.
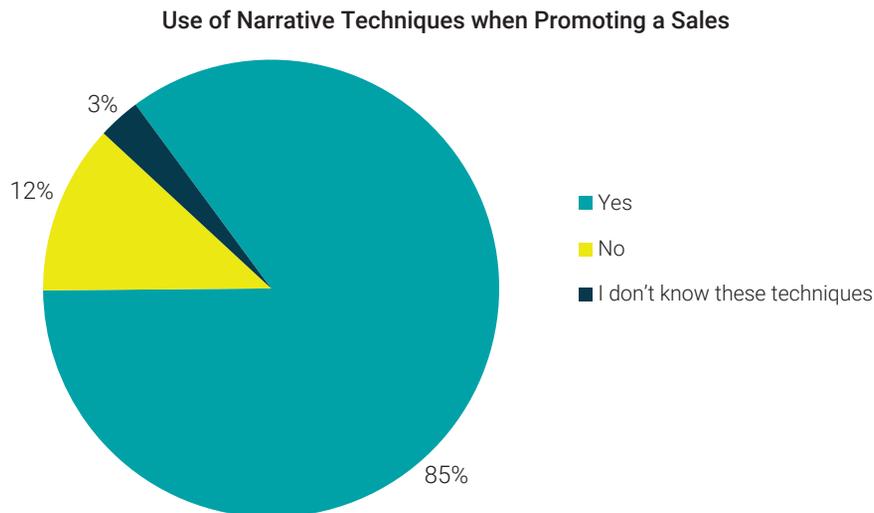
Use of Narrative Techniques when Promoting a Sales

Figure 3. Importance of using narrative techniques in the time to offer and promote the sale of a technology product
Source: own elaboration

Technology salespeople frequently encounter objections during the sales process, with price being the most common challenge. Over time, they have developed strategies to address these concerns effectively. Storytelling, in particular, has emerged as a powerful tool to overcome price objections in technology sales. When asked to respond to the statement, "Using narrative techniques such as stories, metaphors, and anecdotes is an effective sales tool that builds customer loyalty even when my products are priced higher than my competitors'," 53.4% of the 264 respondents answered "almost always," and 21.6% responded "always." As illustrated in Figure 4, a total of 75% of sellers agreed that storytelling positively contributes to the sales process.
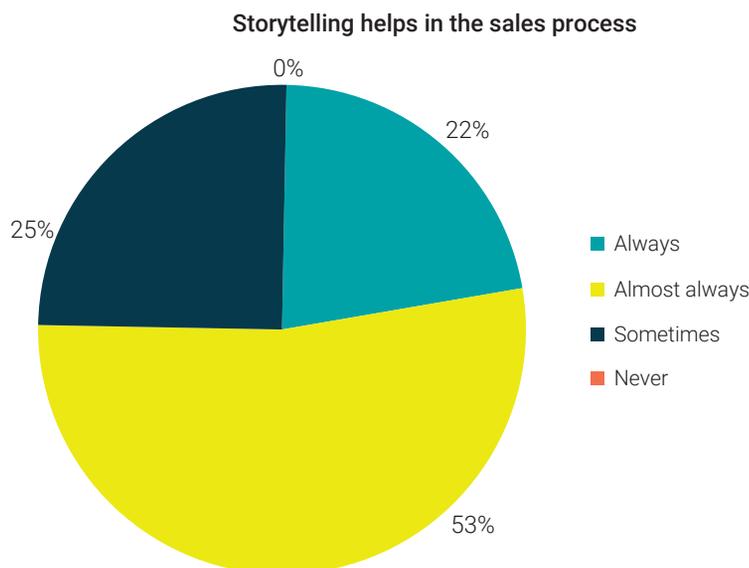
Storytelling helps in the sales process

Figure 4. Effectiveness of using narrative techniques as a sales tool
Source: own elaboration

The combination of experience and a continuous focus on learning proves especially powerful in technology sales. Given that technology can often seem complex and overwhelming to consumers, storytelling allows marketers to translate technical information into relatable stories and practical examples, making the technology more accessible and less intimidating. To explore the importance of narrative techniques in offering and promoting technology products, respondents were asked whether they consider these techniques important.

A significant 84.8% of the 264 technology salespeople surveyed affirmed their importance. As shown in Figure 5, 48.7% of respondents considered all the listed reasons relevant: telling stories with real and relatable data (22.8%), building a close relationship with the consumer (16.1%), helping to understand the consumer's needs (7.6%), and serving as an assertive way to motivate a sale (4.9%).

Stories evoke emotions. By telling stories related to technology, marketers can create an emotional connection with consumers, making them feel more involved and connected to the product. When asked whether storytelling represents a competitive advantage, respondents emphasized that stories reflecting the consumer's reality are the most important to share when selling technology products. Rather than merely listing technical features, storytelling helps contextualize the benefits by demonstrating how the technology solves real-world problems, often through success stories from other consumers, as illustrated in Figure 6.
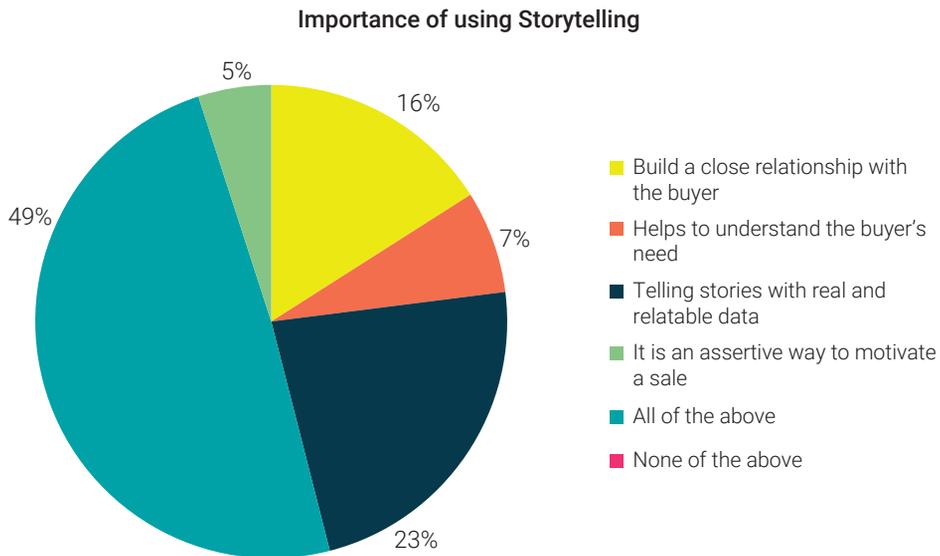
Importance of using Storytelling

Figure 5. Importance of using narrative techniques when offering and promoting the sale of a technology product
Source: own elaboration

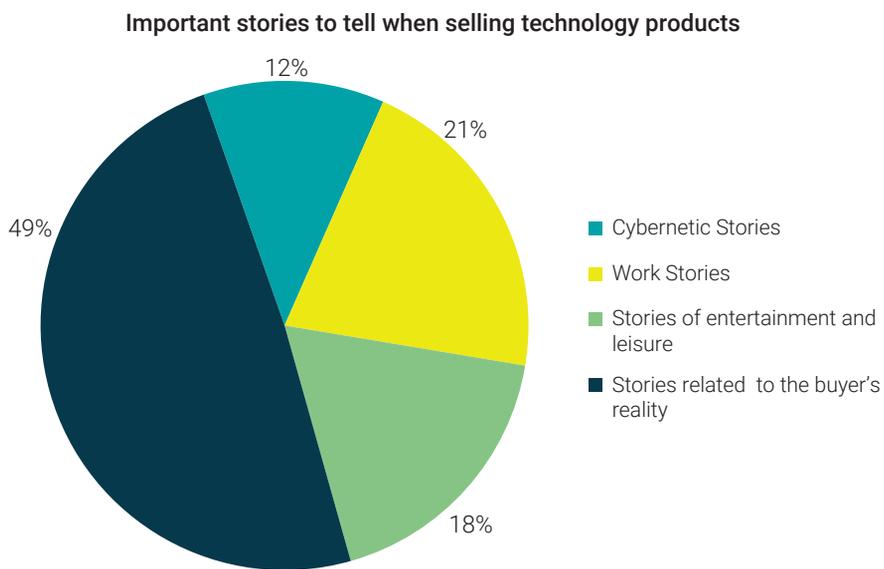**Important stories to tell when selling technology products**

Figure 6. Important stories to tell when selling technology products
Source: own elaboration

Although respondents answered several questions favoring the benefits of storytelling strategies, they also recognized that time is a critical factor influencing the purchase decision. The adage "time is money" holds significant weight in commercial

interactions. However, despite this, marketers believe that consumers are often willing to invest their valuable time if they find the salesperson's story engaging.

E-commerce was also highlighted as a platform offering unique opportunities to tell stories through images, videos, product descriptions, and consumer testimonials. A substantial 84.5% of marketers believe that e-commerce does not hinder the use of storytelling techniques to motivate technology sales; rather, it supports innovative assisted sales strategies. Although online shopping lacks face-to-face interaction, consumers still seek an emotional connection with the products they purchase. According to marketers, storytelling can create that connection by effectively conveying the story and purpose behind the product.

These results provide valuable insights into identifying, understanding, and addressing the needs, interests, and tastes rooted in the consumer's reality. To tell authentic stories that resonate with consumers, it is essential to begin conversations with simple sociodemographic questions—such as whether the person is working or studying, retired, self-employed, supported by family or friends, or experiencing social isolation. Exploring hobbies, sports interests, or other activities can help uncover contexts that stimulate moments of fun, relaxation, and engagement across different social settings.

4. CONCLUSIONS AND RECOMMENDATIONS

Storytelling has long been a consistent presence in marketing and advertising. Across various media, it stands out as a unique persuasive resource—not only because persuasion can be intentionally crafted, but also because it can be replicated countless times. According to Cobo [32], many companies use storytelling as a core branding strategy. As a persuasive tool, storytelling helps organizations connect more deeply with consumers, adds a human dimension to sales interactions, and fosters stronger relationships.

Overcoming initial challenges is often a crucial step toward successfully adopting storytelling-based sales strategies. Denning's [33] insight is relevant here: although strong business arguments are typically built on numbers, they are usually accepted because of an accompanying story—a narrative that links a sequence of events causally. Storytelling transforms dry, abstract data into vivid images that align with a leader's vision [Denning, 26, p.2].

Despite the difficulties of implementation, many organizations are increasingly recognizing storytelling's value in sales and are actively working to overcome these barriers. This often involves a combination of training, organizational change, internal alignment, and a deeper understanding of storytelling's long-term benefits for the company. Crafting and sharing stories is a learning process for salespeople, who, over time, discern which narrative styles resonate with different types of consumers. Additionally, by understanding their own personality traits, salespeople can determine when to employ an archetype or focus a story on themes that are most relevant to selling technology products.

However, there are notable organizational challenges in adopting storytelling-driven sales approaches. In cultures heavily focused on hard data and metrics, convincing sales and marketing teams of storytelling's importance can be difficult. Successfully integrating storytelling requires evolving traditional sales techniques, analyzing consumers through archetypes, and embracing commercial interactions grounded in narrative—all supported by corporate willingness to implement these changes.

The data collected confirms that salespeople consider storytelling an effective strategy to increase the likelihood of closing sales. The key lies in tailoring stories to the specific needs and interests of each consumer. Skilled salespeople know how and when to tell these stories to build connection and highlight the value of the technology offered.

Ceballos and Villegas [34] emphasize the need to support Colombian companies in consolidating brand personalities through methodologies based on archetype theory. Salespeople at the point of sale face the challenge of becoming empathetic figures who recognize their true role: sharing commercial experiences through storytelling that addresses consumers' needs. Effective storytelling requires self-confidence—a clear awareness of one's qualities and limitations—as well as conviction in one's ideas. Salespeople must become social agents committed to finding solutions; thus, they should develop research skills that help them identify and nurture consumer relationships, observe whether consumers fit archetypes, and, most importantly, discern their needs.

Actions such as observing, listening, and choosing the right moment to speak are time-sensitive and often determine the ultimate success of the sale.

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