

Welcome to Module 2

- **M1 – Improving Your V.O.I.C.E.**
- **M2 – Aligning Your Sales Mindset
(not icky, sticky or slick)**
- **M3 – Understanding the Value of Serving
& Sales**
- **M4 – The Art of Offer Creation**
- **M5 – How to Overcome Prospect / Client
Objections**
- **M6 – 5 Principles to Building Long-term Client
Relationships**

Aligning Your Sales Mindset (not icky, sticky or slick)

Salespeople are...

What are the things you heard, beliefs you formed and expectations you adopted growing up about salespeople, contractors, anyone who had to “buy” from?

What beliefs, perceptions and comments do you still hear today (from others)?

What beliefs about sales people still exist in your default/subconscious thinking today?

How have these beliefs and perceptions held you back?

How do you process these negative beliefs to enable you to “sell” your services?

DEFINING and recognizing your experiences with Salespeople and their effects on you...

What types of sales people annoy you?

What types of sales people do you enjoy?

Did a salesperson ever “take you for a ride?” If yes, how?

Did you ever feel like a self-development guru took advantage of you, or didn't deliver as promised? If yes, how?

What positive experiences have you had when making an investment or purchase? What was different?

What positive experiences have you had when making an investment or purchase in self-development training or coaching? What was different?

RELEASING, PURGUING, RE-DESIGNING: What are *Your* Limiting Sales Beliefs?

- Prospects will buy only if I have the lowest price
- I need my prospects to like me
- It's not OK to ask my prospects about their finances
- Prospects that think it over will eventually buy from me
- It's impolite to ask a lot of questions
- If I challenge or confront a prospect, they'll get upset with me
- It's OK if my prospects want to comparison shop

OR

1. The prospect will think I'm asking for too much
2. I'll be a bother asking for referrals / reviews
3. Everybody else is doing better than me
4. I can't say no to a prospect
5. There's no room for me to grow in my career
6. I'm not a natural leader
7. Lost deals and sales slumps are devastating

2733% Difference in Top Salesperson Beliefs

- Elite (top 5%) 18% self-limiting beliefs
- Strong (next 15%) 49% self-limiting
- Serviceable (next 30%) 78% self-limiting
- Weak (bottom half of all salespeople) 97% self-limiting beliefs

What are your limiting sales beliefs? What makes you *most* nervous when you think about making an offer for someone to invest in you or your services?

How do you handle it today? (avoid making the offer, speed up aka go too fast, believe they won't enroll anyway...)

What Core Traits Help Successful Salespeople Rise Above?

- Confident
- Great listeners
- Observers
- Resilient
- Focused
- Trusted Advisors (honest, provide insights, strategic, heart-centered)
- They care about the prospect or client's interests, dreams, goals

CONNECTING BY ALIGNING YOUR INPUT AND OUTPUT MODE OF COMMUNICATION:

- | |
|---|
| <ul style="list-style-type: none"> 1 - Visual (I see) 2 - Auditory (I hear) 3 - Kinesthetic (I feel) |
|---|

My communication input mode is: _____

My communication output mode is: _____

Module 2

Connecting with an individual requires “genuine” connection, not just old sales tactics. **It’s time to rewrite your sales story!** and create a new set of beliefs that support you in going after your BIG Vision. (All the reasons why you’re qualified, why you deserve it, who it will help, how it fulfills your purpose...time to acknowledge and see yourself at the **NEXT LEVEL.**)

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TIPS for Shifting Your Sales Mindset

- ♥ Create 3 positive affirmations that highlight positive aspects of sales people and how they help their clients and customers.
- ♥ Be conscious of your focus throughout the day. Notice what you're focused on and how it makes you *feel*.
- ♥ Develop a laser-like focus on your daily actions toward building your business and reaching your goals.
- ♥ Visualize and be in the zone of having a successful business! Ah – so this is what success feels like! What does it feel like for you? What can you do as a result of your success that you can't do now? Who are you helping? See your clients full of gratitude and hear them saying, "I couldn't have done this without you! You changed my life."
- ♥ Focus on what you **want**, *not* what you FEAR.
- ♥ Start your Morning Mindset practice.
Meditate or do deep breathing for 10-15 mins minimum.
Write down 3-9 things you are grateful for
Set your intention for the day, how do you want it to go?

TIPS for Identifying Your Ideal Client

Identifying the ideal client can often feel overwhelming. It's a blend of what you can offer based on your expertise and the problem or pain you can help a prospective client to overcome. The best way to define this is to think of **ONE** person. When you begin to market, write copy and have conversations it will always be so the reader or receiver says "Hey she (or he) is inside me head! She totally gets me. She can help me."

This is *very* high-level as this intent and focus class is on sales vs. marketing.

What are you passionate about?

How can your passion help another person improve their quality of life?

When you look closely, you may see that your ideal client is the previous version of yourself—before you did the work.

What frustrated you?

What stopped you from moving forward?

What made life painful for you?

What did you overcome to reach where you are today?

How did you do it?

What are the benefits of investing the time in yourself and how did it make your life better?

Is this a common problem for people or a group of people? (You'll need more than one client!)

Where you can find them?

Is your prospect gender specific? (female vs male)

What is the age range of your prospect? (25-45)

What type of work do they do—do they have a job, or do they a business?

Are they single, married, divorced or a widow/er?

Do they have kids? If yes what approximate ages?

What is their range of annual income? (\$50-\$100k)

What is their cultural background? (if applicable)

Now back to the problem or pain you can help them solve....

Module 2: Homework

Continue to build awareness that helps you to shift your thoughts and beliefs.

1 – Read your new sales story at least once per day with your affirmations from Module 1

2 – Take time to answer these 3 questions to get clear on your ideal client. It is *essential* for you to know the answers these to be an influencer and be a successful entrepreneur (space is provided on the next page):

- ♥ What do I want?
- ♥ Who do I help?
- ♥ How do I help them?

3 – List 3 people you could see as your ideal client, and why they would want to work with you (this doesn't have to be a fully developed offer)

4 – Before next class, note your observations, realizations and “Wow!” moments following Module 2

5 – Submit your questions before our next Debrief/Q&A Call

And remember...

Next week Module 3: Understanding the Value of Serving & Sales

And remember...

You Have NO Limits

What do I want?

Who do I help?

How do I help them?
