

# The Soulful Sales Code: 6 Figure Sales Skills for your Heart-Centered Business

**MODULE 1: PART 1**

**CORE PRINCIPLES OF THE PROGRAM**



# Ann Hession



- From struggle, failure, discomfort, to...
- Empowerment, confidence, connection, and SUCCESS!





# The Soulful Sales Code Purpose:

To give Heart-Centered entrepreneurs the Heart-Centered Sales Skills you need to successfully connect with, support, serve, and enroll all the new clients you want, so that you can fulfill on your amazing gift to the world, and have financial success *doing what you love*.



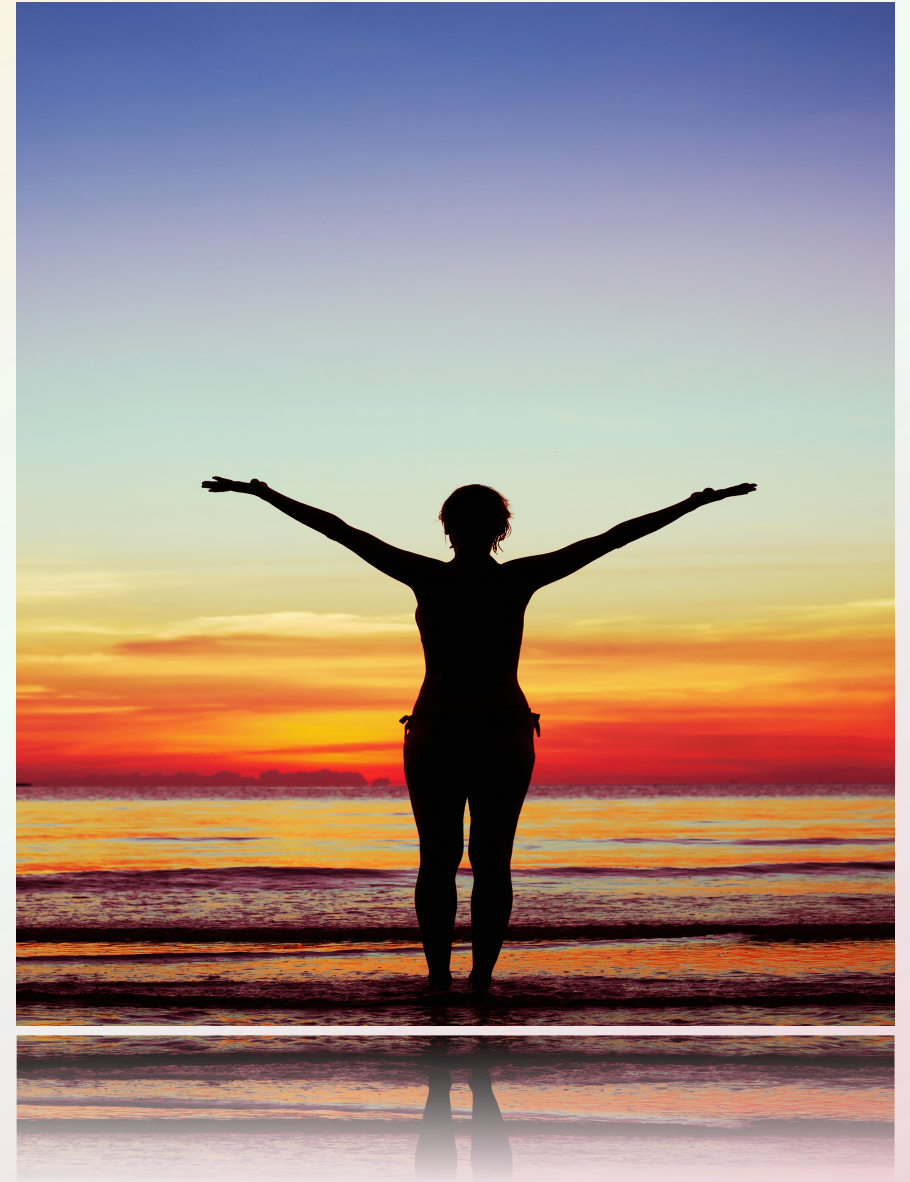
# Core Principles and Framework of the Soulful Sales Code Program:

- Job 1 is always the same
- Expand and grow your inner game *and* your outer game
- The most powerful and effective thing you can ever do is be yourself, right here and right now
- Practice makes progress – gotta do the work!



Job 1 is always  
the same

You and your  
energy





# Expand and grow your Inner Game AND your Outer Game

## Inner game:

- personal growth work
- dealing with / clearing limiting beliefs and past trauma
- uncovering blind spots
- self knowledge and mastery

## Outer Game:

- linear knowledge and understanding
- developing expertise and mastery
- learning and practicing new skills



# Being yourself, here and now



The single most powerful and effective thing you can ever do, in any situation, is be yourself, right here and right now

That includes when you are talking with a prospective client or customer!





# Practice makes progress -- and results!

This is where the inner game and the  
outer game combine to make the  
magic happen!

