

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

MODULE 2: PART 1
UNDER THE SURFACE



Essential Sales Skills

Not just WHAT works,
but also WHY

MASTERY



What are you selling, and why are they buying?

- *Essential to understand these two things*

- *In order to understand, you have to know this:*

the decision to purchase or not, to take action or not, happens in the subconscious, not in the conscious mind.



It's all happening under the surface...

To sell effectively, to influence people in life, you have to speak to and influence the subconscious



Communicating with the subconscious

- Not manipulation – it's understanding how human beings are designed
- Most people would tell you they make conscious decisions to purchase something or not, but they don't
- Subconscious mind processes 20 million pieces of information per second
- Conscious mind? About 40 per second
- You tell me where the main action is!



It's not even
happening in your
head!

*Your “enteric” (gut) brain
is what tells you to take
action or not*

*That is REALLY not at
the level of “conscious,”
is it?*



Why all those essential, fundamental sales skills work...

...they all come down to ways to directly address the subconscious, both mental and emotional



Essential Sales Skills/ Concepts



- Benefits vs Features
- Create rapport and connection
- Asking clarifying questions

Mastery

