

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

**MODULE 2: PART 4**  
**CLARIFYING QUESTIONS**



# Clarifying questions

Why insightful, exploratory, open-ended questions matter:

- They direct and influence the path of the conversation
- They show you care enough to spend time finding out what the other person really wants
- They leave people feeling heard, respected, and cared about, and that what matters to them matters to you



# Clarifying questions

How much more likely are they to purchase something from you when they have that experience, vs talking with someone who...

- *told* them things but didn't ask about them
- didn't take the time to clarify what they want and why they want it
- and just offered the same solution they offer everyone else – or at least that's how it felt!





# Clarifying questions

- When you ask caring, clarifying questions...
- Speaking to their subconscious mind
- That's where your care, respect, and focus are registering powerfully





# What you're selling, and why they're buying...

- What you are selling is the actual thing, the service or product itself, sure, BUT what you are REALLY selling is *the experience they want to have, which they think they will get from your product or service.*
- You don't buy a house because you want a house, you buy it because of how you think that experience of owning your home will be for you.
- You don't hire an energy healer because you want a session, you hire and pay them because there's a result you want for you and your life that you believe they can give you. Period.



# Action Steps:

One of the 4 key concepts of the Soulful Sales Code program:

Practice! You can't get skills only by learning about them, you can only get skills by practicing them



# Action steps: Benefits and Features

Make a list of benefits and features of your offerings if you don't already have that...

...and even if you do, look again!





# Action Steps: Rapport

- In your conversations this week, practice having your focus on rapport. Notice when it's present and when it's not.
- Practicing “stepping into” rapport with people, by being grounded and connected with yourself and having the intent to be with them, in their world, as yourself.
- Come up with some language to regain it when you think you may have lost it



# Action Steps: Questions

Come up with 3-5 (or more) clarifying questions that you could ask a typical new client or customer of yours, that will help you more fully understand who they are and what they truly want, and will leave them feeling heard, respected, valued, and cared for.



# Action Steps: Conversations

Have at least three sales conversations – with real potential clients / current clients, or with your practice buddy





# Teaser...



...already sold...

