

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

MODULE 3: PART 1

CORE PRINCIPLES AND PRACTICES – BUILDING SKILL



Core tips and principles

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*

*How is that going
for you?*

*Celebrate your
self care!*



Expand and grow your Inner Game AND your Outer Game

You are already winning on this, just by being here!

Where can you expand with your outer game?

With your inner game?



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!

Look and see where you've been able to be present where maybe in the past you wouldn't have been – celebrate that!



Practice makes progress – and results!

- This is where the inner game and the outer game combine to make the magic happen!
- Acknowledge yourself, and keep it up!



Confidence! – Nature's Super Power

- What do I need right now to feel more confidence in this situation?
- What could I do right now to feel more confident?
- Your touchstone, talisman, reminder



Essential Sales Skills / Concepts:

- The decision to purchase or not happens in the subconscious mind
- Benefits vs Features
- Create rapport and connection
- Asking clarifying questions
- Stories



Action Steps:

Check in and ask yourself:

- Which one or more of these principles / skills has had the biggest impact for me so far, and what was that impact?
 - What's one action I can take to expand that even more this week?
- Which one or more of these has “dropped out” or not impacted me as much so far?
 - What's one action I can take to have that skill or principle more present for me this week?
- What structures / reminders can I put in place to support these new actions?

