

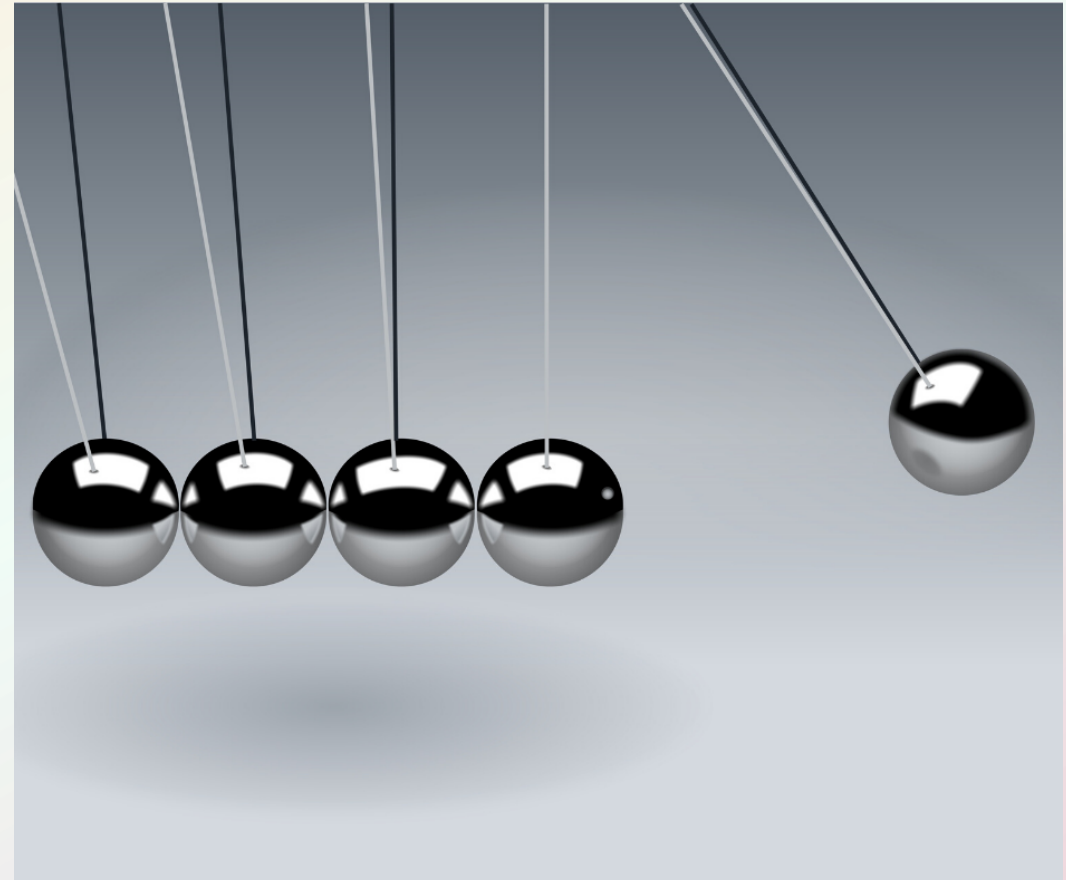
The Soulful Sales Code: 6 Figure Sales Skills for your Heart-Centered Business

MODULE 3: PART 2
THE POWER OF INTENTION



Setting Intention

Creating /visualizing /
articulating our intent
sets things in action in
the subconscious



Setting Intention

What happens if you don't consciously set your intent?

- I'm not good enough
- Don't put yourself out there, it's not safe
- What if they don't like me?



Setting Intention

Your chosen conscious intent is probably much more empowering than the “default” in your subconscious



Setting Intention

Builds the habit of setting intent, so you can remember to do it and do it any time you need it



Setting Intention

What intentions do we want to set?

- To make a sale?
- Sure, BUT...
- Never your only intent, or primary



“How do I want the other person to be left feeling after our conversation?”

- Heard
- Respected
- Cared about
- Inspired
- Validated
- SOLD!



Setting Intention

Focus is on the outcome of a certain experience for the other person and myself...
... and only secondarily on an outcome like a sale.



Heart-Centered Sales -- Intentions

- Goal / intention of creating a sale is a great intention to have, BUT it's always a *secondary and conditional goal*.
- Gets activated IF the primary intentions are present AND it's clear that what you have to offer them will help them get what they truly want



Heart-Centered Sales -- Intentions

Look how rapport, asking questions, benefits and features, confidence, etc can help you create your primary intention for the other person's experience



Action Steps:

- Have 3 practice sales conversations this week – these can be with practice buddy or with potential or current clients, but have at least 1 be with a practice buddy so that you can get direct feedback from them
- Set clear intentions for each conversation beforehand
- Write down at least three words that represent your intention of how you want the other person to be left feeling
 - Example: Heard, cared about, inspired



Action Steps:

After each conversation, review it:

- How do you think you did, on a scale of 1 -10, on achieving your intention for the conversation?
- After the practice conversation, tell your buddy what your intention was for them to experience, and ask your practice buddy to also rate the conversation on a scale of 1-10 on the degree to which you achieved that.
- Also ask your practice buddy what else they can share with you about how the conversation was for them, what worked as well as anything that didn't work for them



Action Steps:

Write up a glowing feedback letter that a customer “wrote” about you, about what a great salesperson you are, how wonderful the experience was of working with you.

This is fictional, this is you imagining doing such an extraordinary and wonderful job, as a salesperson, that someone would be inspired to write this letter.

Pro tip: If it's not uncomfortable, you aren't really going for it – push yourself to do this, it matters!

"... I have to tell you
what a wonderful
experience it was..."

"... I've never felt so
seen..."

"... the way you
listened to me..."

