

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

MODULE 4: PART 3

BUILD VALUE AND DISCOVER/CONNECT WITH DESIRE



Heart-Centered Sales Process

Connect/Create Rapport

Find Need

Build Value

Discover/Connect with Desire

Address/Resolve Objections

Make Invitation/close

Follow-up

Heart
Centered
Sales
Process

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Heart Centered Sales Process

Build Value

- Helping them see the VALUE for them, in what your product has to offer.
- Mostly about BENEFIT have found out they want know would help or benefit
- And FEATURES, making of each clear

Discover / Create Desire

- Helping them really FEEL:
 - It be like for them
 - Emotionally connected to the
 - It will make for them
 - Working with the subconscious
 - Experiencing how much they
 - themselves
 - It's experiential: it's now"



Build Value and Create/Discover Desire...

Value built and perceived, but...

- Has value
- Well made
- Fixes a problem you have
- Great deal
- Conceptual, abstract, not actively wanted now
- “It’s sound great, I really love xyz about it, let me think about it...”



Build Value and Create/Discover Desire...

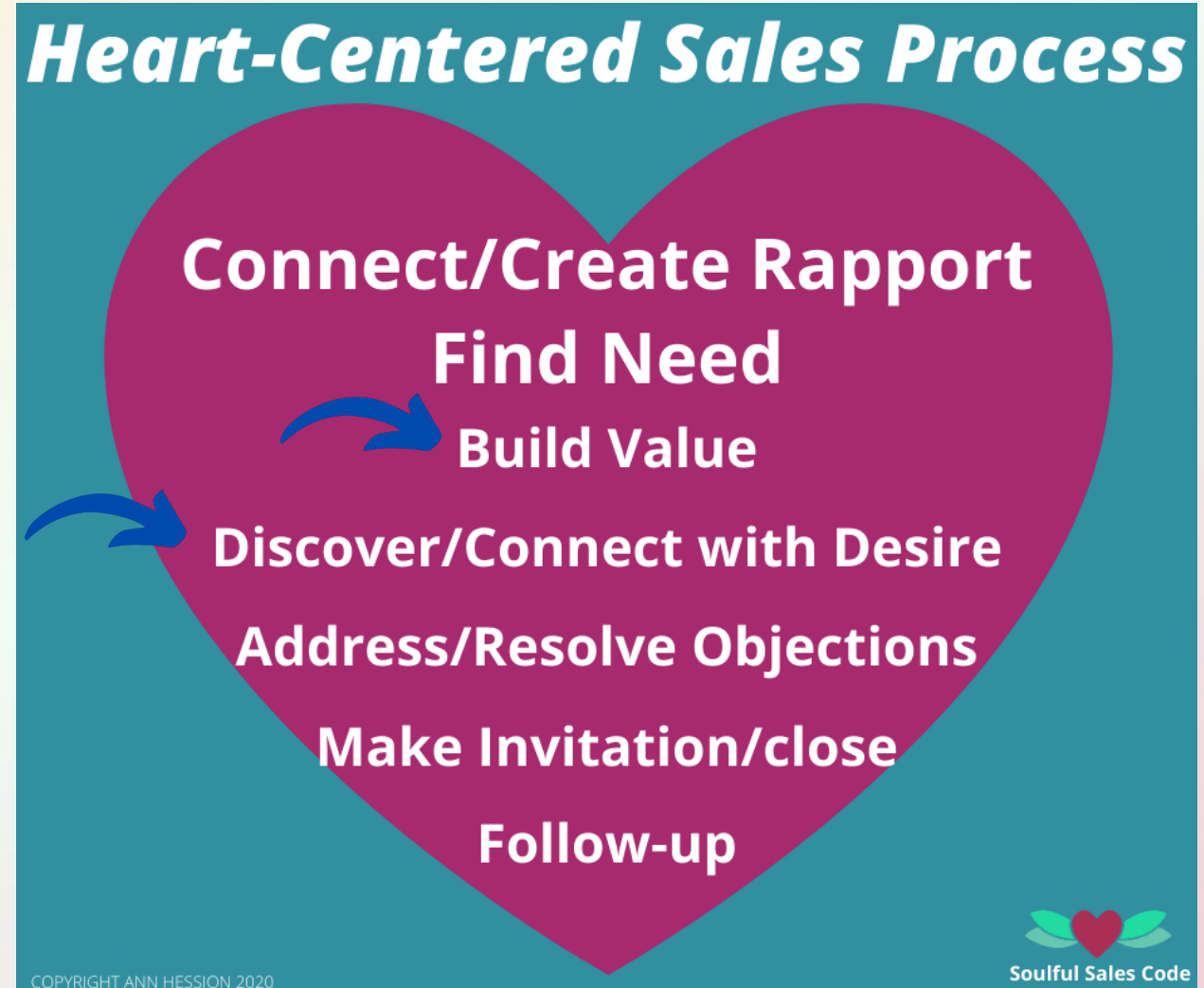
Desire present: “I want that!” but...

- Is it a good deal?
- Do I really need it?



Heart Centered Sales Process

- Feel desire and take action
- Feel confident, respected, and well-educated by you about their purchase and its value to them



Heart Centered Sales Process

- Not linear
- Sometimes, objections come up right away!



Action Steps:

Asking good questions is soooo important!

- Write down at least 2 questions you could ask for each component of the Heart-Centered Sales Process
- All 7 levels
- Some will go multiple places – not linear!
- Same question can fulfill multiple purposes and achieve multiple results for you



Action Steps:

Have at least 3 conversations using the skills and concepts we have covered so far

Use your buddy to get feedback about what worked, and what didn't work as well, and keep practicing!

