

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

**WEEK 2**

**LIVE CLASS**



# Buddies

Anyone not yet set up with one or more buddies?



# Sharing, questions, wins, struggles?



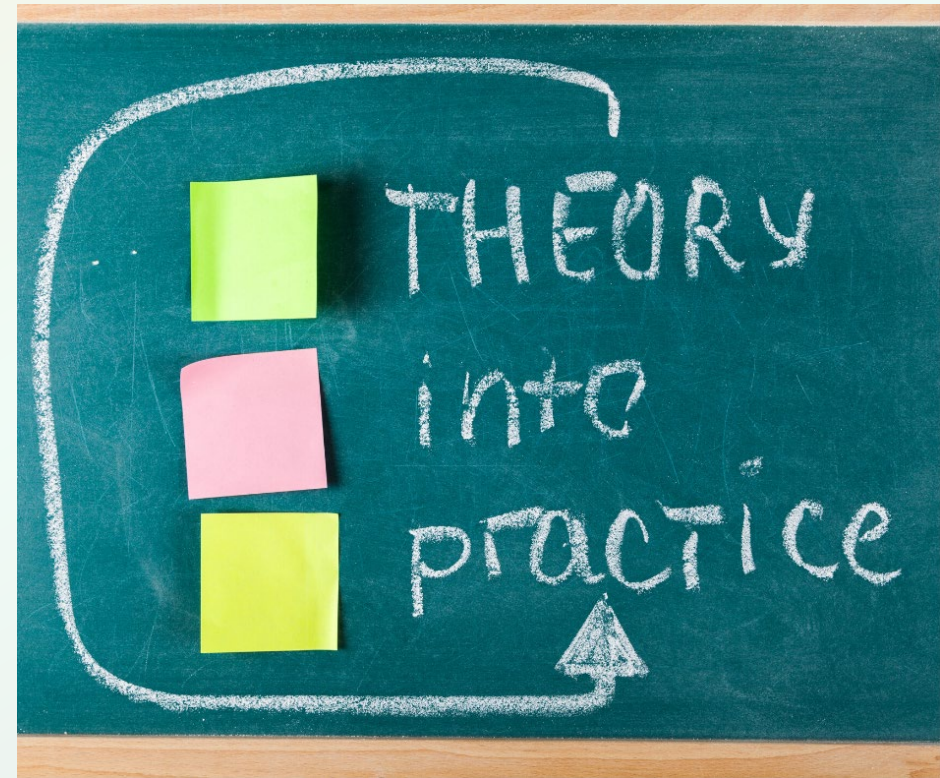
# Review of Training Module 2 Material:

- *It's all happening in the subconscious*
- *Benefits / Features*
- *Creating Rapport*
- *Clarifying questions*



# What happened, what have you noticed?

- *It's all happening in the subconscious*
- *Benefits / Features*
- *Creating Rapport*
- *Clarifying questions*



“Selling”

“SOLD”

“SOUL'D”



“Results” – a purchase  
or not -- might be  
exactly the same...

... the difference is the  
**EXPERIENCE...**



# “selling...”

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... feels hard

... effort

... pushing something forward



**SOLD!**

*“People don’t like being sold to...”*

*Think of a product or service you love...*

*You are SOLD on it*



# SOLD!

... it's a state of  
being, not a  
transaction



Think of a person  
you just LOVE to  
work with...

Someone who works for a  
company...

... or for themselves

... and you ALWAYS go back  
to that person?



# That's Soul'd

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# Sold! is...

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- Mostly about the product or service
- You just love it!



# Soul'd

“I've learned that people  
will forget what you said,  
people will forget what you  
did, but people will never  
forget how you made them  
feel.”

~ Maya Angelou



# How you can...

- *Speak directly to the subconscious*
- *Get people powerfully connected to the benefits they want and motivated to take action to get them*
- *Create wonderful rapport*
- *Create clarity for them*

# STORIES



# Why stories make such a difference...

- “Sales” was
- Sit back in
- Big screen
- *You* start to
- Your mind
- You start to
- tell the difference
- By the end
- experience



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ne



## Moving from SOLD to a *Sale*

*Your story has to be  
good, be relevant,  
and resonate with  
them and their need,  
and it has to illustrate  
how your service or  
product can give them  
what they want*



# Moving from SOLD to a *Sale*

## ***How and where and when do we tell our stories?***

- Trust your gut
- You've been telling stories your whole life, you do have experience and solid instincts about stories and when to tell them



# Moving from SOLD to a *Sale*

## **Potential clients / customers say:**

Tell me what you do, tell me how it works, how do I know it will work, why should I work with you, why do I need your help, what makes you different, how will (you or your products) help me, can you/it help me with this.... etc



# Moving from SOLD to a *Sale*

*Instead of just answering directly, any of those is an opportunity to take control of the conversation and lead into a relevant story*

**“Great question ~ let’s get into that ~ I’d love to explain that to you ~ that’s one of the most common things people ask me and here’s the best way for me to explain it to you...”**

***...let me tell you a story...***



# Moving from SOLD to a *Sale*

*You need some great stories!*

You need several, because different stories will resonate with different people, and even with the same person at different times.

***Story Vault***



# Action steps:

- Write up at least one story about your product or service, that creates the experience of how that person benefited from what you do or what you offer. *The difference it made in their life.*
- Practice telling your story to at LEAST one person that knows you are practicing (buddy) and get their feedback. What worked, what didn't work, how were they left feeling etc.
- If you can, also practice with someone else in a real sales situation, see what happens!



# Actions for this week:

Have at least three “sales conversations” to practice skills and concepts – can be a call or in person, can be your business or something else, can be a “mock / practice” call with your buddy.

