

SALES CONVERSATION SECRETS...

Heart-Centered Sales... *made simple*



Congratulations!

You've taken a powerful step to transform your relationship to sales, from frustration and discomfort to empowerment and success, by taking on learning a key skill of *Heart-Centered Sales*, the only kind of sales that heart-centered business owners should ever do! This one simple but powerful skill will help you get huge results in your business and help you enroll more clients who are eager and ready to work with you!

I know the results in your business can be huge, because what you're about to learn is how to avoid one of the most common pitfalls business owners, and even professional sales people, fall into every day when talking with prospective clients and customers.

And it's *the most costly mistake* because it happens so early in the process, and ends the possibility of a sale before you even get started.

It's actually a *trap* that your prospective clients unintentionally set for you almost every single time they ask to *find out more* about what you do – and if you're like most business owners, you've been falling into it since you first opened your business.

In fact, I call it the “Tell Me More” Trap!

I'm Ann Hession, and I'm a heart-based entrepreneur just like you. I'm an intuitive coach and energy healer, and I'm also a Heart-Centered Sales expert, with more than \$4 million in one-to-one sales to my name in just the last few years alone.

My mission is helping heart-centered business owners and soulpreneurs like you, who love what you do and love to help people, but, if truth be told, *really kind of hate sales*.

I make it possible for you to be able to sell what you do and grow your amazing businesses with confidence, and without ever feeling fake, pushy, or salesy.

In fact, many of the people who come to me for help are what I call “allergic” to sales, to the point where they'd probably rather crawl into a hole in the ground than have a sales conversation!

If you learn the skills, it makes all the difference...

There are many things to learn and practice in order to really become skilled at sales, but if there is one thing I want you to know, it's that *if* you learn the skills, you can become highly effective at selling your wonderful services or products without ever having to be anyone other than your own authentic, service-focused, heart centered self. I promise you that, and you can take that promise to the bank -- which is where you'll be receiving all the money from your increased sales and your growing heart-centered business when *you learn and use what I'm about to teach you*.

This targeted training will:

- Show you exactly what the “Tell me more” trap is
- Show you how to recognize it and masterfully avoid falling into it!
- Provide you with simple and engaging ways to connect with people that can lead to powerful, interesting, compelling enrollment conversations, and
- Help you get more clients who truly want to work with you!

Let's clear some things up first!

But before we can do that, we need to “clear the space” a bit. A lot of people, and you may be one of them (I know I used to be!), have such a negative association with both marketing and sales that they can barely hear the words without cringing, or judging, or just assuming that both marketing and sales are inherently about convincing, pressuring, misrepresenting, talking people into things, or just plain lying.

And if what I have to say about sales and marketing is landing in your ears after going through a filter like that... well, that's not going to fly, is it?

So I'd like to start with two fundamentals – my definitions of Marketing, and of Sales. In everything else I say here, this, and only this, is what I mean when I use those words:

Definition of Marketing:

Marketing is getting the right message out to the right people, in such a way that they say some version of “Oh, that’s me you’re talking about!” or “That’s interesting to me, I want to find out more!”

I call that “raising their hand” – in some way, shape, or form, they respond in some way that says “tell me more.”

That’s it, that’s all marketing is, in a nutshell. That’s really not so bad at the heart of it, is it? (Certainly sometimes it’s done well, even done brilliantly, and other times it’s done very badly, and, sometimes it’s done with total integrity and other times, frankly, it’s been done dishonestly, but YOU aren’t going to do it dishonestly, and neither am I, so we’ll leave that to the karma of others, okay?)

Done with integrity, marketing is just about getting the right message, to the right people, and seeing who raises their hand.

So if that’s marketing, then what is Sales?

Definition of Sales:

Sales is talking, or communicating with, ONLY those people who responded to your marketing, the ones who “raised their hand,” and asking them lots of questions to find out:

- WHY they responded
- What really matters to them
- What problems they’re facing
- What do they really want
- Are they ready to make a change
- And more!

And ONLY then, after you’ve found out what matters to them and why they’re interested:

- Offering them the solutions they need
and
- Inviting them to take action that will help them

That’s it, that’s all sales is, in a nutshell.

So tell me the truth, that doesn't sound so bad either, does it? In fact, it kind of sounds like... caring about people... connecting with them... putting their needs first... actually being of service...

It even sounds like something a heart-centered person like yourself could really get behind, doesn't it?

I promise you, that's what Heart-Centered Sales is.

Is that something you'd like to get really good at?

Great!

The "Tell Me More" Trap

I'm going to give you your first Heart-Centered Sales lesson, right now, and it's a good one. You're going to learn how to avoid the "Tell Me More" Trap, so instead of getting caught in it, you'll be able to use it as an opportunity to create connected, aligned, enjoyable, and effective sales conversations with prospective clients or customers – with ease!

What I'm about to teach you will be perfect for two very common scenarios, and the process is almost all the same, except at the very end:

Scenario 1: You are talking or communicating with someone in some other context than your business, maybe at a party or other gathering, maybe you were introduced by friends, or it's someone you already know, and you're talking about other things and at some point, your business and what you do comes up.

Scenario 2: Someone has reached out to you specifically to learn more about what you do or what your business is, and are already at least considering working with you – maybe they were referred by someone or found your website, for example.

What you're going to see is that how to handle the Tell Me More Trap is almost the same for both, and it's only at the very end that you need to handle it a bit differently. It will be clear when we get to the end!

Let's set up the scene:

You're talking with someone, and they express interest in finding out more about what you do and offer. It could be in a casual setting like a party, or a networking event, or it could be that they were referred to you by someone or found your website and specifically called to maybe work with you.

In either case...

You've said what you've said, or they've been told what their friend told them, or they've read what you wrote on your website, and that got you here to this moment, when they say some version of the magic words, the words you've been wanting to hear. They say something like, "This sounds really interesting, *tell me more.*"

It might be "Tell me how that works" or "How did you get into that?" or "So what does that help people with?" or "Why would someone come to you" or "How do you explain that to people?" – it may not actually be the three words "Tell me more" but can you see that all of these fundamentally boil down to, "tell me more, I want to hear more about this?"

That's why I call it the Tell Me More Trap.

So they say something to invite you to tell them more, and your brain goes *yay, hallelujah, they're really interested, they want to know more!*

And that's where you make the mistake.

Because you're missing a skill.

You fall right into the trap they didn't know they were setting you.

You tell them more.

If you get nothing else from this training, get this:

The worst thing you can do when they say tell me more, is to tell them more.

I know that sounds crazy, but here's why.

You don't know *why* they want to know more. You don't know what, of all the things you could tell them, they actually have any interest in at all.

Can you see that without knowing *why* they want to know more, the odds of you giving them the specific information they want, and that will make a difference for them, are very slim?

Think about it...

You could probably easily talk for a long time about what you do, couldn't you?

You love, it, it's fascinating to you! You can talk about...

- how it works, and
- where it came from, and
- how much you love it, and
- how you got trained, and
- your own amazing results,
- how long you've been doing it, and
- all the great results people get,
- and on, and on...

...and then their eyes kind of start to glaze over, and that's when they say something like, "Thanks, that was interesting, thanks for answering my questions"

Or

"I guess I'll let you know if I want to find out more"

Or

"I'll think about it." (Ouch)

And they run!

Be honest, have you ever done this? Maybe "run" is a bit of an exaggeration, but have you seen some peoples' eyes start to glaze over a bit, and *you know you're losing them?*

You start to feel weird, and not know what to do next, so you keep talking, and then maybe you finally just change the subject or end the conversation, and later you're left thinking...

"What happened?"

"They really seemed interested!"

"I don't know what went wrong."

The fact is, if you've ever thought that, you are exactly right – they *were* interested, and you *don't* know what went wrong – but only because you are missing this skill, and that's going to change *right now!*

Because you were missing this skill, you didn't find out WHY they were interested, or what in particular they were interested in, and so you launched into way too much information, and essentially killed off whatever interest they had.

What to do instead:

So, now you know what NOT to do – let's go through what you DO need to do, to avoid the "Tell Me More" trap for good, and instead turn that inquiry into a compelling and authentic and interesting conversation that has a high likelihood of becoming a successful enrollment (sales) conversation.

There are 5 steps to masterfully handling a "Tell me more" inquiry. The better you understand them, and the more practice you get with them, the more skilled you will become, until it becomes second nature to you, and you'll never again fall into the "Tell Me More" trap!

Here are the 5 steps in short form, and then we'll break them down:

- 1) Find out why they asked – *then, if it makes sense...*
- 2) Find out what matters to them about that – *then, if it makes sense...*
- 3) Find out if they are interested *now* in something changing, what they want to be different – *then, if it makes sense...*
- 4) Give them two sentences about results people get from working with you that are relevant to what this person wants – just *what* happened, not *how*, (if you have a great relevant story, tell it here, it can be longer if it's *good and very relevant*) – *then if it makes sense...*
- 5) *Do you think I'm going to say, step 5 is to invite them to work with you, or make an offer to them? It's not. Unless this is Scenario 2, where this was a potential sales conversation from the very beginning, OR they are already saying "I want to work with you, here's my credit card," then that is not the next step.*

The next step is this:

NAME what's happening in the conversation instead of pretending it's not happening. In other words, you started out having some other kind of conversation, maybe just getting to know each other, sharing some common interests, and so on.

Then, at some point along the way, it transitioned slowly into a potential "sales" conversation, didn't it?

What's very powerful, authentic, and respectful is to explicitly state that, and *ask* if that's where they want to go, rather than assuming it. We'll cover how to do that as we go through all five steps in more detail.

So there you have them -- that's right, five steps to effectively handling a simple "tell me more" inquiry! But these five steps, once you know them and understand them and get skilled with them, will give you confidence, power, and effectiveness, and help you have amazing and wonderful enrollment conversations with far more people.

And will leave you saying, "That was fun, it's going to be great working with you!" rather than thinking...

"I don't know what went wrong, she seemed so interested!"



Let's get into the details:

Let's break down the five steps, and I'll give you some examples as well, so that you can start to use this powerful training right away, and see the difference it will make for you and your business!

Step 1: Find out why they asked

When the person you're speaking with says some version of "tell me more about that" the most essential thing you must do, before you tell them anything, is find out why they want to know more!

The simplest and most gracious way to do this is some version of this:

"I'd love to! But first..... what got your interest? What's interesting to you?"

And then LISTEN.

You might be very surprised by what they say!

They might not have any interest in what you do for themselves, but they have a friend or colleague or family member who they think might be interested.

That's a completely different conversation, isn't it? And if you just launched into telling them everything about what you do, when they really are just thinking they might want to connect you with someone else, there's a good chance that will kind of turn them off, don't you think?

Or maybe they are interested in studying what you do themselves, or they know someone who is studying it now.

Maybe they think they might have a great resource for you.

MAYBE, they have a problem that you and your business can solve for them, and that's why they said they wanted to know more, but can you get that that is JUST ONE of many possible reasons they asked you to tell them more?

So instead of jumping in to tell them more, you can reply with something like:

"I'd love to! But first..... what got your interest? What's interesting to you about it?"

And then LISTEN...

Really listen, ask more questions, and IF they tell you that their interest has something to do with a problem or issue they are dealing with, something that you could perhaps help them with, so that it would make sense to keep going in this direction, then, and only then...

Step 2: Find out what matters to them about that

That might sound like:

"What's that like for you?"

Or

“What matters about that to you?”

Or

“What’s important about that for you?”

And then LISTEN...

It could be that even though they have an issue that you can help them with, it isn’t really an issue that’s very important to them.

Then again, it might be *incredibly* important to them, it might be causing them great pain or big problems, they may have been trying for years to address and resolve it.

Some people may volunteer this, but many will not – bottom line, *you probably won’t know if you don’t ask.*

So ask more questions, really listen, let them know that you care enough to really get in their world and find out what it’s like for them.

Then, once you feel you are really clear on what matters to them about this, and that it’s important to them, and that it’s something you could help them with, so that it would make sense to keep going in this direction, then, and only then...

Step 3: Find out what they want to be different, and if they are willing to do something to get that now

You could ask questions like:

“What would you like to be different?”

“What would it be like for you having (the experience they want instead of the experience they have now)?”

“Are you at the point where you really want to change that?”

“Are you looking for a solution/way to fix that/now?”

And then LISTEN...

This is where, whether they choose to ever work with you or not, you are doing them such a profound service. By asking these questions, you're holding a space of possibility and openness for them, offering a safe and caring space for them to express and get connected to what they really want, if they are willing to go there, and giving them a no pressure opportunity to declare a commitment to make a change for themselves, in your powerful and committed listening.

Never underestimate the power of that, both as a beautiful way to connect with and serve others, but also as a way for you to find out what a potential new client or customer really wants – and aren't you far more likely to be able to give them what they REALLY want, *if you know for sure what that is?*

So keep listening, and asking questions to get clarity, for you and for them, about whether or not they want something to change now, and what that change would be.

And if it does become clear that they want a change or a solution now, then, and only then...

Step 4: This is where you finally get to Tell Them More!

Give them two sentences, tops, about results people get from working with you or that your business provides that are *relevant* to what they told you they want.

Resist the temptation to get into the whole story, just focus on:

- *What* the problem was for the other person or people (relevant to what this person is dealing with!)
- What results happened for them – what was the win?
- Do NOT get into *how*, just *what*
- Occasional exception -- if you have a *great* relevant story, tell it here, it can be longer than a couple of sentences but only if it's *good and very relevant*

They may just respond to that with something saying that's wonderful and exactly what they are looking for, or you may need to follow up the story with something like:

"I thought you'd find that interesting based on everything you've told me. Was that helpful to hear?"

Or

“After hearing what you’ve been dealing with and what you want, I thought you’d want to hear about that. Is that the kind of change/result/outcome you’re looking for?”

And then LISTEN...

Hear what that story or example meant to them, or what it opened up for them. Maybe ask some more questions if needed.

As long as they are interested in what you told them and what it could mean for them, now you can move onto...

Step 5: Remember, unless this conversation was an acknowledged potential “sales” conversation from the start, then Step 5 is *not* to invite them to work with you.

If the conversation started out any other way, then Step 5 is to *name what’s happening in the conversation*, acknowledge that it’s not the same kind of conversation you started out with, and ask if they want to continue in this direction – or not!

One simple and authentic way to do that could be:

“I’d love to help you, and I just want to point out that this is starting to possibly become a conversation about you and me maybe working together, which isn’t where the conversation started!

So I just want to pause and acknowledge that, and ask you, do you want to continue and have that conversation, either now or we can set up another time, or did you get everything you needed from what we already talked about?”

Of course you will want to use language that feels natural to you for this – but can you see how honest, straightforward, respectful, and freeing that is?

It gives both of you power and freedom in the conversation, in a very open and transparent way.

It creates **trust** and a **shared experience of authenticity**, and leaves the other person – and you – with an opportunity to **consciously and deliberately choose** what to do next, and when to do it, in the way that works best for you.

And can you see that, if they now say, “yes, I’d like to talk about working with you” or some version of that, you now have full permission, and you can have that conversation with them without wondering if it’s okay, without feeling pushy, or uncomfortable. Because you went through these five steps and really listened to them, *they have let you know they truly want to find out about working with you, and they’re ready to talk details.*

And if they say no, they just wanted to find out more, or they aren’t ready to do anything now, then aren’t you glad you asked, before jumping in assuming they were ready to talk about working together?

By asking, you are showing them respect and caring, and even if they aren’t ready to take action now, if they decide later to make a change, *it’s likely that you’ll be the one they reach out to, because of the way you treated them and the way you were able to connect.*

But if you’ve gone through the previous four steps and really listened to what they had to say, and only moved forward because it seemed to make sense to do so, chances are very good that, at this point, they will say yes, and will either want to talk about the details of working with you right then, or set up a time with you to do that later.

In either case, now you can extend an invitation to work with you in a very simple and straightforward way – it’s just the natural next step, because of everything you already talked about together!

More about one of the best ways I know to extend that invitation in a moment, after we address Scenario 2.

What about Scenario 2? -- if the conversation was clearly a potential sales conversation from the beginning, then there’s no change in the type of conversation that needs to be acknowledged, you both knew it was a potential sales conversation from the beginning.

BUT, you still want to go through Steps 1-4.

Don’t assume that you know what they are interested in, what they want, how important it is to them, or whether or not they are actually ready to make a change or take action, just because they called you regarding your business – you don’t!

But if you take the time to ask them those questions, and really listen to the answers, both you and they will be crystal clear, authentically connected, and your invitation to them to work together, if that's what's indicated (there won't be any doubt!) will be just simple and easy, the natural next step in the flow of the conversation.

Making the invitation

There are many ways of inviting people to work with you – these are called “closes” in sales parlance. And many of them are totally congruent with Heart-Centered Sales (some are not!), but one particular type of invitation or “close” that I love and recommend is a perfect fit for this conversation and the 5 steps we just outlined.

I call it the “Expert Opinion” close. I love it because it both serves your potential new client or customer by giving them the benefit of your expertise, which they have (at this point) clearly indicated they are interested in, and also has you truly owning and standing in your role as the expert – you DO have expertise, you have extremely valuable knowledge and experience, and if you're like most heart-centered people, you maybe sometimes have trouble really owning it! So the Expert Opinion close helps you to stay connected with your own role as the expert and also gives your client or customer your very valuable opinion.

Here's an example of the Expert Opinion close:

“Based on everything you've told me about what you're dealing with, what you want, and what matters to you the most, I recommend (your genuine expert recommendation, what you think they should do, what next steps to take for them to get the results they want) How does that sound to you / would you like to do that?”

Depending on the situation, you may want to summarize what they said in more detail, or you may realize you still need to ask a few more questions first.

In that case you could say “I'd love to give you my recommendation, but let me ask you a few more things to make sure I've got all the information I need to do that, is that okay?”

Then you would ask the needed questions, and when you have the information you need, go ahead and use the Expert Opinion close from above.

Not *everyone* will say yes to working with you, no matter how skilled you are and how wonderfully you connect with them, and of course you will still need to go over details of pricing and timing and any other considerations they may have.

But when you start the conversation in this way, and include all of these essential components we've covered here, the result you will find is that:

- People simply *want* to work with you
- They *see* the value for themselves
- They *trust* your expertise
- And the details, including the price, do truly become just small details to clarify, and not the most important part of the conversation, the way they tend to be if you instead fall into the Tell Me More trap and fail to connect, understand, and provide value all along the way!



What's next?

How can you use this simple 5 step process to grow your business?

At first 5 steps may seem like a lot to remember, but as you go back and review them, you'll notice how simple, and based in common sense they are.

Using this 5 step process is a skill, and like all skills it takes some practice to learn it and become masterful with it, but if you just use it, even a few times, you'll find that this skill becomes second nature quite quickly.

Pro-tip: Rather than trying to memorize all five steps right away, just focus first on the first one – that will set you up powerfully to remember the other steps, because they all flow from that first step.

Remember it? When someone asks you to tell them more about what you do, just start with this:

"I'd love to! But first, let me ask, what interests you about it?"

If you just remember to do that, that one simple change will start to transform your conversations and help you to easily and naturally enroll more new clients and customers than ever before.

Love this stuff? To stay connected and continue to learn more about how to excel at Heart-Centered Sales, I invite you to join the [Sales and Success Conversations for Heart-Centered Entrepreneurs Facebook group](#).

To your unbridled success doing what you *love*!

Ann Hession

