



Selling Made Easy

YOUR SALES MINDSET

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YOUR CURRENT REALITY

Are you struggling to bring in more leads and generate more sales?

You're doing everything you know how:

- attending networking events
- posting on social media
- putting on client events
- gifting your clients because at this point you need to hang on to the ones you have
- you have even asked for referrals, even though it makes you really uncomfortable
- you have done the cold calling, or if you haven't, the thought has crossed your mind

This is the number one problem the majority of my clients come to me with: they're struggling to get more leads and struggling to create a consistent income because of it.

What's here in my sales playbook may shock you...

You won't find the latest marketing strategy...

Or a Facebook Ads system...

Or a clever email to send clients to get referrals.

And when you quickly scroll through this, you may be tempted to write it off because it's "just journaling questions"...

I promise this one exercise can completely change the sales game for you, if you're open to it.

And I mean at this point, what do you have to lose, right?

Let's dive in...

YOUR CURRENT REALITY

What's your current sales reality?

What do you want your sales to be?

COMMON MONEY BLOCKS

Often with sales, there's a conversation going on in the back of our mind. One that's been pushed below the surface and often times, it's a belief we have held from a very young age.

Check off any of these that are resonating with you:

- I'm bad with money
- I never have enough
- I can't make enough
- Raising my prices is greedy
- Everyone is only going to think all I want is the money from my services
- Making money means i have to take away from others
- You have to work really hard to achieve success
- Wealthy people are evil
- You shouldn't make a lot of money
- I will make my money and then lose it all
- The more money you make, the more tax problems you have
- The more money you make, the more refunds people will ask for



YOUR CURRENT REALITY

*What do you believe about your ability
to create your own wealth?*

(Is this serving you or keeping you stuck?)

How are the above thoughts not serving you?



I FEEL LIKE A FRAUD ...

Do you ever feel like this?

As a business owner, no matter if you are newer to the business world or have been in the game for years, it's normal to question whether you know what you're actually doing. You spend a lot of time worrying if you can help a client achieve results, worried you might not know what to say when they ask a question. You question whether you have the right certifications or qualifications to be here, and you worry that they'll all see right through you some day...

The straight fact that you have these thoughts shows that you care and are certainly not a fraud! A fraud would not care if they were really serving their clients.

3 TIPS TO DROP THE IMPOSTER SYNDROME

1. List all the ways you can help people and add value to your clients.
2. In spite of your current situation, you can help people. List the benefits of your product and service and pick the 3 key benefits.
3. Write out a statement (in 30 words or less) that describes how you help and benefit people. Make it very positive using emotional words.

HANDLING OBJECTIONS ...

Do you ever feel like this?

I remember when I used to meet with clients or get on the phone...

every single time I felt like I was going to be too pushy. As soon as they said they didn't have money or time right now, my immediate response was "That's okay, I'll be here when you are ready".

I didn't realize it at the time but, I had a major story running through my head about sales...

- They might not get results
- I might not be able to help them
- I'm taking money from someone
- I can't charge for this because I am helping people
- I should be doing this for free
- I'm not worthy

Any of this sound familiar?

HANDLING OBJECTIONS ...

When you get on a call or go to a meeting with a potential client, what thoughts are running in the background of your mind?

When someone tells you that they want to invest with you but, they don't have the money, what do you say?

When someone tells you that they want to invest with you but, they don't have the time, what do you say?

When someone tells you that they want to invest with you but, their spouse doesn't agree with the decision, what do you say?

HANDLING OBJECTIONS ...

Objections are a good thing
– welcome them!

That means your prospects are interested. If they weren't, they wouldn't say anything!

When people give you objections, they are not rejecting you, they are rejecting your offer or your product or service.

There are only 2 reason people object to your offer:

1. Value – you haven't demonstrated enough value. You haven't shown enough "use value" for the cash value you are taking from them. For instance, the use value of this playbook is worth more than what I normally charge for it.
2. Trust – you haven't developed enough rapport or trust where your prospect feels that you truly have their interest at heart. They may not feel that you are truly interested in helping them get what they want.

The secret to handling objections is to ask good questions. If you ask good questions to uncover your prospects' needs, wants and problems, then you can figure out a way to help them get what they want.

People don't want to buy something from you, they want to solve their problems and fulfill their wants.

Preparing for objections:

- Make a list of the common needs, problems and objections you normally encounter.
- Create open ended questions (starting with who, what, when, where, tell me, describe etc.) that cause the prospect to reveal their needs, problems and objections.

When you're meeting with your prospect for the first time, all of your time and focus should be on asking them questions, gathering information and facts so you can show them how you can help them get what they want. You should spend 80% of the time listening and 20% asking questions and confirming what they are saying. Don't listen to "hear", listen to understand!



YOUR IDEAL CLIENT ...

Think about your ideal client.. what if you never told them about your offer? How would their life be affected? What would they miss out on? Or never see come to life? What pains would they still be experiencing?

How are you committed to sharing your solution to help these people?

How can you commit to going deeper with potential clients on the phone during discovery sessions?

Based on everything above, what shifts are you committed to making in terms of sales and the discovery session process?



YOUR IDEAL CLIENT ...

How are you going to choose to look at sales? How are you going to flip the switch?

What are you going to implement or revise, and when are you going to do it? Create a plan.

In what ways do you need to be more consistent with your messaging or marketing?

In what ways do you need to be more consistent with your visibility and sharing your story?