

{Digital Dining Room} 

[B&L] Heartfelt Sales

With Special Guest, Susanna Maida

Story  Bistro

A close-up photograph showing a pair of hands kneading a piece of light-colored dough. The hands are positioned on either side of the dough, with fingers pressing and pulling it. The dough is covered in a fine layer of white flour. The background is a solid, light beige color.

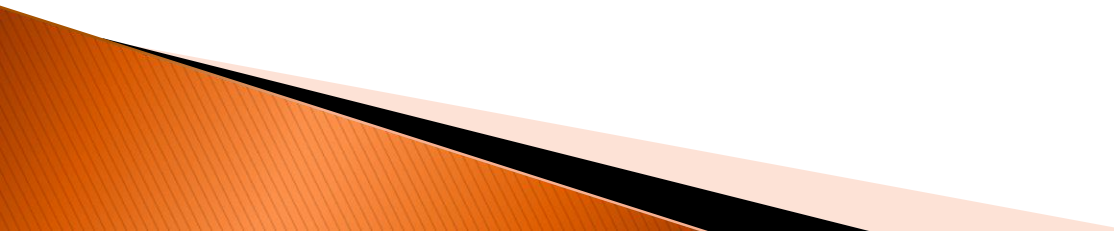
Knead

expand and give texture

Question:

Do you think it's possible to love leading your sales conversations?

Misconceptions about Sales

- ▶ Zero-sum game: someone wins, someone loses
 - ▶ You must use a script to be successful
 - ▶ In order to be good at sales, you must be “sleazy”
 - ▶ You don’t want to take advantage of people
 - ▶ If you give enough away for free, people will buy
 - ▶ You can’t focus on both money and meaning
 - ▶ If you don’t generate the generous income you need to support yourself and fuel your mission, you might have to abandon your calling and close shop.
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About that Angst...

Your gift will remain painfully under-expressed if you're unable to enroll people to work with you.



People Need Your Gift

Lives that could be transformed by working with you will continue to suffer needlessly.

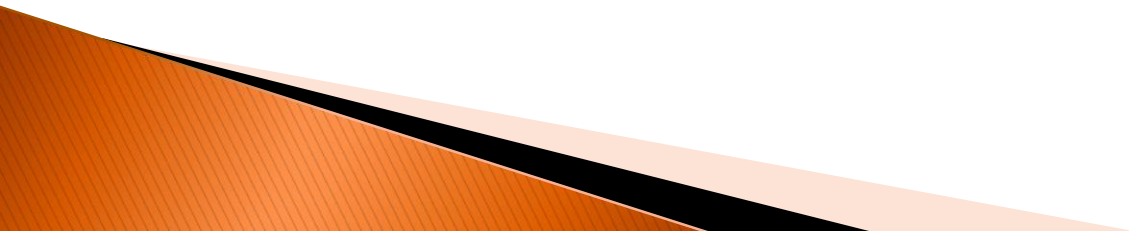
An Economy Based on Love

Money that could be flowing into your business and helping build a new economy won't be available.

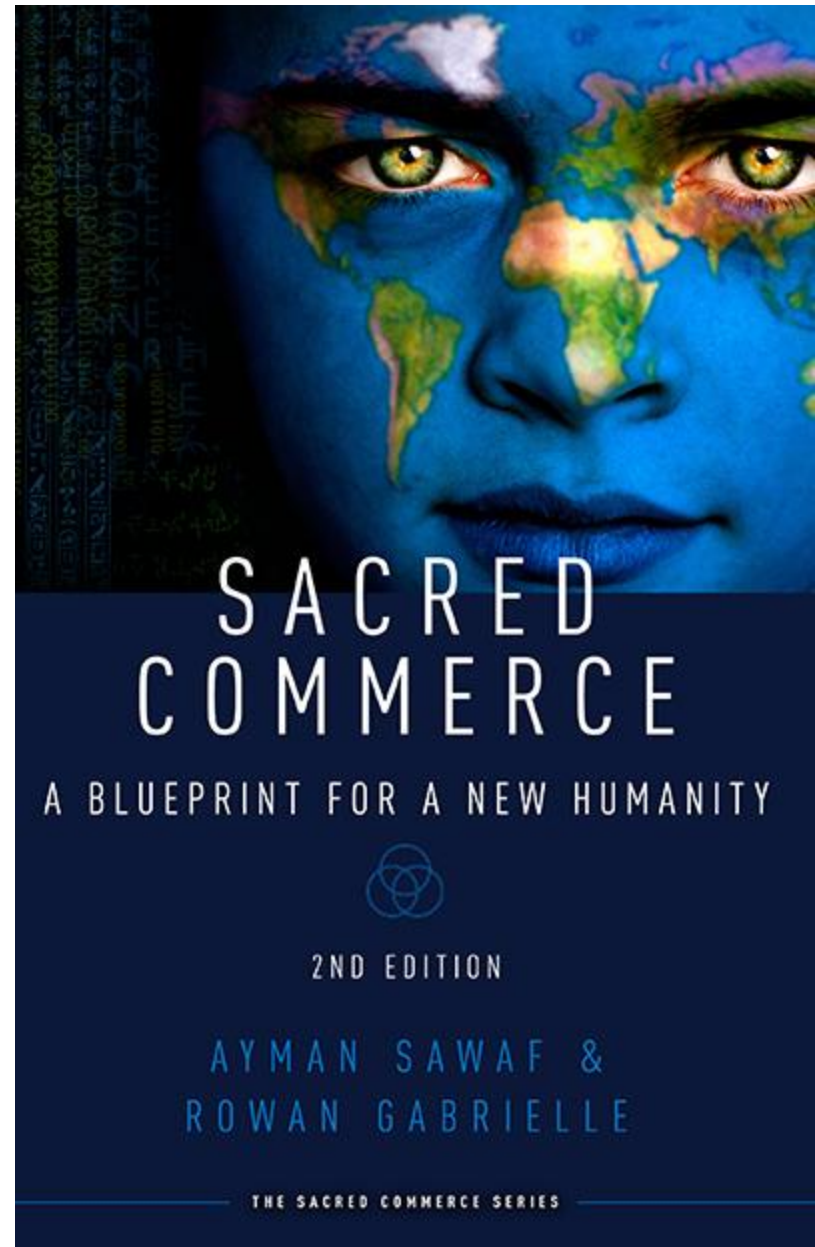


Life Evolves Through Us

If you can't enroll clients, then the particular evolutionary impulse of Life that can only express itself uniquely through you, is thwarted.



New Ideas About Selling

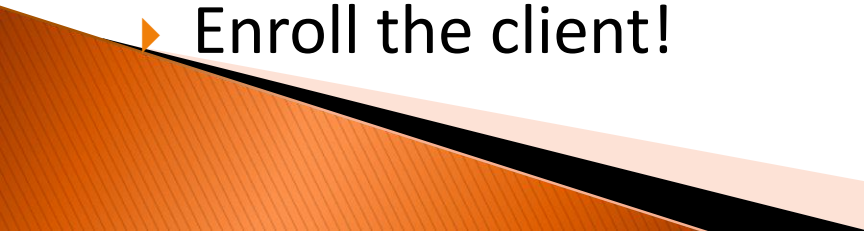


Four Seeds of Sacred Selling

1. As an act of service
2. As a way to cultivate fruitful relationships
3. As an opportunity to grow personally, spiritually
4. As a force for personal and collective healing



How to Structure the Flow

- ▶ Open with a warm, heart-to-heart connection
 - ▶ Establish yourself as the leader of the conversation
 - ▶ Flesh out their vision or ideal outcome
 - ▶ Ask **why** that vision is important (scale of 1 to 10)
 - ▶ Ask them to paint clear picture of where they are now
 - ▶ Identify blocks or challenges that keep them stuck
 - ▶ Determine IF and HOW you can help
 - ▶ Assuming it's a fit, make a clear offer
 - ▶ Dance with concerns and questions
 - ▶ Enroll the client!
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Your Mission

- ❑ **Design a Discovery Session.**
 - Name it, describe how it aligns with your main offer.
 - Highlight the benefits of having one.
 - List the content you might discuss.
- ❑ **Invite your cohort to practice.** Set a time/date with at least one other DDR member to practice having a Discovery Session.
- ❑ **Recap your practice session and identify one area you want to improve.**

The Prize

1. Post your answers to the forum no later than NOON Friday, June 19th @ Noon (PST)
 2. **Each person who meets the deadline will be entered into a drawing for a free 30 min strategy session (your choice of topic).**
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