

Fearless

THE 7 FEMININE INGREDIENTS NEEDED IN A SALES STORY TO BOOST SALES

- 1. Do not be afraid to self-promote-** no matter what the product, you are actually selling "You". You are setting the example of truth and trust and you must let the customer know that you would do whatever you can to make sure they get the right product. You're building credibility.
- 2. Be authentic and transparent-** promote confidence in what you are selling and that you are honest. If the product is not for them, say it.
- 3. Do not under value yourself or your service-** Remember money is an exchange for value added. The more No's you get the closer you are from "Yes," so embrace the No's and forge forward that was not the customer for you.
- 4. Ask for help if you need it-** We have a tendency to not want to ask for help, thinking it will somehow make us weak and seem unprofessional. This is just not true. None of us know everything, that's why we have partners, mentors and friends. If we need it, ask for it. It will only help us with our personal growth.
- 5. Keep the sale the priority-** often we have a tendency to spend too much time on relationships with the sales prospect. When the client rejects the sale, instead of educating them on why they really need it (keeping the pitch going) go back to forging the relationship.

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6. Do not be afraid of making a mistake- we are all “eternal perfectionists”. We do not want to let anyone down, not even people we don’t know personally. Above all we do not want anyone thinking we don’t know what we are doing. That being said, we often play it safe. We hedge around the essential point of the sale, or use the pitch that worked before but not really hitting the pain point of our customers because it might not be right or it might be uncomfortable for them, thus potentially losing the deal. We must take the chance and use those big wild ideas we have and know by getting that YES, you are solving the person’s pain point.

7. Detach from the outcome- Remember it’s not you they are saying “No” to, it’s the product or the process. Use phrases that just assume they are moving forward with the sale. “Now, how would you like to get started?” Guide them to the “Yes”.

Build on your strengths and delegate the rest. Customers want to believe in the efficacy of the product and the person they are purchasing it from, therefore find the right vehicle to communicate that effectively. If you are camera shy, then videotape, blog, record audio. If the camera loves you, even if you don’t love it, learn to script, rehearse and to deliver your unique message. There are thousands if not millions of people, especially women waiting to hear it. That is why, the USP, has to be a calling, bigger than just about you and a sale. Because it’s that passion that will resonate far more, even at times, than the words; and it is passion that will fuel your success even through stage fright.