

Selling with Heart

SELLING THE FEMININE WAY



Julie Roman



I find that heart-centred spiritual entrepreneurs can struggle with selling because it feels a pushy, sleazy way of getting clients. My intention is to help you view selling in a more positive light. Selling with Heart means you can be yourself and be true to yourself and speak from the heart and connect with people in an authentic way. You can build lasting relationships and a strong business that is powerful and grows and gives you everything you need. You profit from helping people. You are not hiding away what you do. You know how to tell people exactly what you can do and how you can help them.

Selling with Heart: Selling the Feminine Way

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"I've read your book and I really enjoyed it. It's a great, practical book. It was just what I needed to read for my own sales approach. So refreshing to read that you can be yourself and succeed. The practical exercises in the book are very good and got me thinking about where I was going wrong and, crucially, what steps I need to take to improve my sales results. I read the book during a train journey and it really got me thinking about how I sell my services and myself to my clients."

-Lisa Scully-O'Grady, Ireland, www.tbms.ie

"I've just finished reading through Selling with Heart and I really really enjoyed it! I particularly liked the introductory background to you and what you have gone through as a sales woman. The language you have written in is so simple and easy to understand that I think you do a good job of 'humanising' the whole thing - it does not look so bad after all! And really, its just about being passionate, loving what you do and then applying methods that you highlight, methods that work."

It seems much more doable after that read. The content is so good I'll be referring back to it to make sure I stay on track. The advice and action points contained within were priceless. Your authenticity really came through and I like that. You come across real, passionate and wanting to keep things simple for the success of others."

-Sara Brown, UK, www.sarabrown.co.uk

"I have just finished reading your book. I found it concise in the various points and would assist anyone in helping them to become a Savvy Saleswoman/person. There were times during the book where I thought I knew everything you were going to say but I have learnt a few new things!!"

-Jo Stewart, UK, www.fivelakes.co.uk

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"Selling with Heart is a very thoughtful, practical and insightful read. It is also considerably broken down into manageable portions with each section finishing in a convenient place to pause. I found the Perfect Elevator Pitch useful and was very interested in Choosing the Right Words which highlighted the benefits of modelling your spec to your target audience - an obvious choice but not done in the obvious way... I enjoyed reading the comments made by others which were included in the book, allowing me to look at issues through a different set of eyes. In summary - Selling with Heart - how to be 'Savvy' without being Pushy – like it."

-Joanna Clarke, UK, www.justforyou2.co.uk

"I am writing to give you some feedback. I love it! I loved the bit on intuition – this was so useful to me. It reminded me to listen to it! I love the way the last step ends in such an upbeat 'pep-talk' way. Really boosting that feeling of who you are and what you can do. For someone who 'just wants to be herself' this really resonates with me."

It's been really useful. I feel totally differently about 'sales'. Really it's just about being me, loving what I do and telling others about it – if they're interested in what I'm offering and who I am, they'll hire me and we'll work well together. If not, that's okay! Well, yes there's more to it, but that's in essence how I now feel about 'selling myself' and my work. Just need to practice all you've outlined – including my elevator speech."

-Claire Gillen, UK, www.create-a-life-you-love.com

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Selling the Feminine Way

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First Edition

Notes:

In Step 4: Facilitation, you will discover how to identify the personal benefits that your buyers are looking for. Once you are aware of these, you can then match the products or services that will best meet their needs.

Acquiring new clients

Your goal is to get your business known by the people who need what you do. You want to generate enquiries to get a steady flow of potential clients to your door as efficiently and cost effectively as possible. Once you've got them in front of you (or your website) you need them to buy from you.

The more it costs you to generate the enquiry measured against how much money the client spends on your products and services over a period of time is what gives you your Return on Investment (ROI) calculation. You obviously want to make a profit and so you don't want to spend more on acquiring clients than you receive in

income from them. One cost-effective way of acquiring new clients is through word of mouth marketing. I also use the following visualisation technique to help me attract the clients I love to work with.

Attracting the clients who value what you do

By picturing what you want and believing 100% that you can have it, you can begin to attract what you want into your life. In your journal, write down all the qualities that your ideal client possesses. Then lie down or sit comfortably. Close your eyes and visualise yourself as being magnetic to all of the people who you'd like to be your clients. (There is more on visualisation in Step 5: Reflection). You can also say this affirmation to yourself:

- I attract clients I love to work with.

So, what do you do?

I hate the thought of coming across as 'pushy' when people ask me "so, what do you do?" This section looks at the solutions I have discovered that may help you overcome this problem; so that you can answer this question confidently and with ease.

Have you ever struggled to describe what you do? It is a real waste of an opportunity when you walk away from someone who could either have turned into a client, or referred you to people looking for the solutions you provide. So, to overcome this in the future you need to create your own perfect (elevator) pitch.

For your perfect pitch to be really effective it needs to be simple, short and snappy. Try not to waffle. Practice it until you are comfortable with what you are saying and it doesn't sound as if you are reading from a script.

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The perfect pitch gives people a powerful introduction to what you do. Taking less than 30 seconds (the time you'd have travelling in an elevator) to capture people's attention.

Once you've created your perfect pitch you can use it to market your products and services face to face and to spread the word effectively about what you do.

Try this:

Create your own perfect pitch. Here are some ideas you may like to include.

- The life changing event that gave birth to your business.
- The problem you discovered you had the solution for.
- Why you are so passionate about what you do.
- Why you are qualified to fill the space in your niche.
- The results you have achieved for yourself and your clients.

Notes:

I'm not a sales coach

I like the "three-second statement" that John Purkiss (<http://twitter.com/JohnPurkiss>) and David Royston-Lee describe in their gem of a book *Brand You* (www.brandyou.info) (ISBN: 0955116422). This means that when you are asked, "so what do you do?" That you give people a description that is more than just, "I'm a life coach", which can lead to little interest from the other person and can stop the conversation flat! John and David advise that you should make this first impression memorable:

"Your three-second statement helps to communicate your unique combination and makes people remember you."



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