



*Life*  
with  
*Passion*<sup>™</sup>

*Selling in a  
non-salesy, non-pushy,  
non-icky way*

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THE INCOME REPLACEMENT FORMULA LIVE  
YOUR SUCCESSFUL SALES



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# Assignments

Participate in the group call on Tuesday, December 4th at 12PM EDT

Complete this PDF by Monday, December 10th

*\*This PDF is for you, so feel free to be completely honest here--you'll only share what you choose with me and the group.*

## In this module, you're going to:

Learn how to make offers in a way that feels GOOD for you

Sell in a genuine, authentic way, without pressuring people

# Sales

You are a genuine, authentic person who cares about relationships and isn't just going to spam everyone you know with an invitation to buy from you.

You don't want to be one of THOSE people, so to avoid being one of them, perhaps you actually don't sell at all--or very rarely.

It's so important to get comfortable talking about sales so that we can start to sell our amazing offerings from a place of service, not pressure, guilt, or obligation--because a comfort level with sales is needed to generate the income necessary to quit & stay out of your 9-5, right?

Clients often tell me that a fear of being "salesy" or "pushy" is holding them back from confidently selling what they have to offer. I used to feel this way too. I took offering my services very personally, and because I wasn't confident in myself, a "no" felt like a rejection of me--so I didn't offer unless I was pretty sure I'd get a "yes."

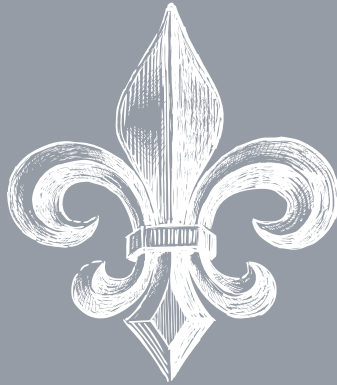
The truth is, we're all doing what we do from a place of service. Our offers are genuine, built around our passions and unique gifts, and the world needs what we have. If we don't offer it, we're keeping our ideal clients from something they are looking for!

My clients tell me over and over, "I've been looking for someone like you, but no one felt like the right fit until I came across you." These high-achievers have changed their lives by working with me--what if I'd never gotten over the fear of sales and of putting myself out there?

I know it can be scary--the first time I put myself out there, I was so full of nervous energy, I told my coach, "I'm either going to throw up or work out!" (I chose the latter.) But as soon as I did, the worst was over and I was on my way!

Don't let this become bigger than it needs to be. As soon as you begin putting yourself out there, it gets easier, your fear quiets down, and you learn that clients have been waiting for you all along.

—Christine



# — Your Feelings on Sales —

## How about you?

What do you feel you most need to learn about sales?

When you think of the word “sales,” what comes to mind for you? What feelings and thoughts do you have?

What type of person comes to mind? Describe him/her.

## Who DO you want to be?

Now, if that brought up negative feelings, let's shift the focus from THOSE people who we're so afraid of being like, and let's study instead the ones who do sell in a way that is authentic and genuine and doesn't feel salesy or pressured.

Let's keep it simple, as you know I love to do, and ask ourselves--who do I know who sells in a way that doesn't feel pressured? And what do I like about the way they sell?

**When you think about this question, who comes to mind? Who sells in a way that you admire? What specifically do you admire about the way they sell, and why?**



Now, think about someone you bought from because you loved the way they offered what they had for sale. **Describe how you came to buy from them and what the sales process was like.**

Based on what you wrote above, what attributes, qualities, and/or strategies would you love to adopt as you offer your services or products in your business?

What qualities made you want to work with me?

I ask the last question because we see in others what we have ourselves, so look at that list. **Can you accept that you share these same qualities?**

List them below in first person, ex. "I am \_\_\_\_\_."

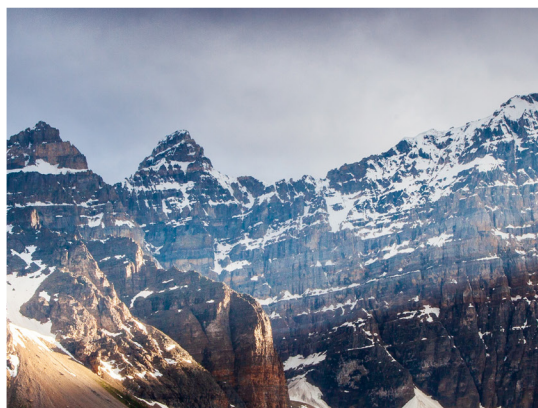
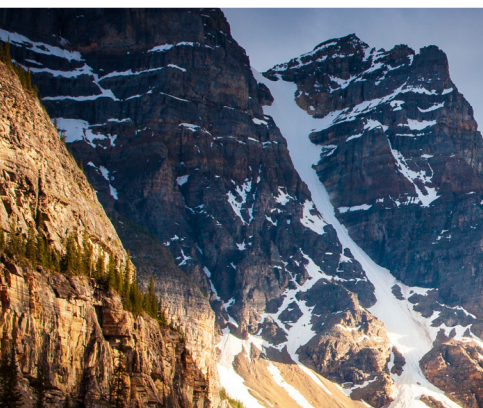




**What objections do you anticipate hearing when you offer your services?**

Pay attention to these objections, because the truth is, they're revealing your fears and judgments around sales, and you can shift them!

**What reasons can you find that those objections might NOT be true in every case?**





— Your Selling Confidence —

## Here's how to calm your nerves & increase your confidence around sales:

You can start, right now, by making this shift in your mind:

*I come from a place of service, not sales. I am showing up today to explore whether what I have to offer is the right fit to help this person, or these people.*

This comes from focusing inward, consciously creating your confidence, and taking responsibility for what you can control--your approach, and your confidence, what you have to offer, and the service or transformation it provides. If you're not sure exactly what that is, you're not going to be selling, so tell me:

**Why do people need to work with you?**



**What are they going to gain?**

**What kind of service are they going to receive?** (Examples: Will they get great customer service? Responsiveness? Integrity? Follow-through?)



— Your Place of Service—

**What does being “good at sales” mean to you? What does it look like in your mind?**



The world needs more people offering their gifts from a place of service. Yes, there are people who are pushy and just about the money, but that’s not you, right?

I think about how different my life would be if I’d never discovered my calling because I didn’t have someone to help me along the way. What if I’d never seen the ad from my first coach, because she was scared to put herself out there? My life would look totally different! Think about if you’d never known you could work with me, because I never told you how.

**Write your reflections on this below.**

**How do you feel about sales now?**

What thoughts & beliefs do you still need to work on or let go of?

Do you want to get a pitching partner to help practice your sales and give honest feedback?  
If so, post in the group and ask!

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## Conclusion

*Sales can feel like one of the most difficult things to deal with when we're starting our businesses, but when we learn to do it in a way that feels comfortable for us, we get to experience the empowerment and income that comes with it!*





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