

**4 SECRETS**

*to*

# Selling More Authentically

FOR *coaches* &  
SERVICE PROVIDERS

CREATE *w/o* BOUNDS

JUST WANNA SAY

*thank you!*

*I'm guessing you're here  
because sales / selling /  
pitching / closing... it hasn't  
been exactly easy breezy.  
You're looking for a way to  
make it feel more authentic  
and full of ease and grace.*

## IN THIS GUIDE

This guide is an overview of the very things that I WISH someone had told me when I was starting out as a coach and business owner. I felt plagued with icky-ness every time I had to try to get someone to pay me for my services. Even though I KNEW I had something great to offer.

I hope this guide will be a jumping off point to craft your very own thriving sales techniques and processes that make selling feel more authentic... and maybe even fun!

**Let's.  
Do.  
This.**

*if you  
need  
more* →



## Still stuck?

This info was taken directly from my digital course, **Soul Centric Selling**. If you'd like to dig deeper, you can learn more and grab your spot here:

**SELL WITH EASE**

# Master the Selling Mindset

*Selling for the sake of making a buck doesn't always end well. This is especially true when you're running a purpose-driven business, because you start to feel a lack of alignment with why you started your business in the first place. This is why we focus on service.*

When you first had the idea to start your coaching or other service-based business, I'll bet you had butterflies in your tummy. I'd be willing to wager that you felt like this, THIS is finally \*the thing\* you've been working towards your whole life.

Or maybe it was months or years after you started your business, but you pivoted your business to be more in line with your true, authentic purpose and passion.

Either way, I'm sure were excited about the prospect of making a living with this business, but you probably also got lit up with the warm-fuzzies because you were excited to help people. To make a difference. To have an impact. To SERVE your people.

That is the exact essence we want to tap into when selling our services and offerings to our clients!

# Things that get in the way of a healthy selling mindset

There's a lot of icky stuff that can rise up to the surface when we face our fear of putting ourselves out there and asking people to pay us their hard-earned money for the stuff we want to do for them.

Even if we're really good at what we do, we all have a voice inside our head that isn't so nice to us at times. We all tell ourselves unkind and damaging things, especially when things are going poorly, but even when things are going great (because that can be scary, too!).

***When a belief we hold about ourselves is holding us back from achieving something we are capable of or preventing us from having something we are deserving of, we call this a self-limiting belief.***

What limiting beliefs are you holding onto that you need to reframe before you can really see growth in your life and your business? The most common limiting beliefs are rooted in...

*Fear of success*

*Fear of failure*

*Fear we are not good enough to achieve what we want*



Fear of not being loved/being unlovable

Fear of rejection – generally leading you to avoid relationships or people please

Having negative attributes assigned to being rich/having money

*Fear of greatness*

We don't deserve/we are not worthy of success

We have to work very hard, long hours for our money

Others hold us back

I want to be clear that it's not your fault that you have these beliefs. They are created for us by society, parents and other caretakers, teachers, friends, community leaders, the media, and so on. And they are created at a very young age when we believe whatever we are told without questioning anything.

BUT... we gotta get 'em in check so that we can stay in a place of worthiness and deservingness in order to show up in the best way possible to serve our people.



# Make it more about service than sales

An important component of the Seller's Mindset is to embrace an attitude of service. But what exactly do we mean by the word "service"?

Well, you obvious already know that you're a service-based business, meaning that you *provide a service*. But when we talk about service as an attitude, we are talking about **being deeply committed in your soul to helping your clients solve their problems.**

And not because it's a way to make a living, but because it's good for their well-being. And what's good for one person's well-being is usually good for the greater community! Win-win.

Being service-oriented means that you do several things as a business owner:

- You use your experience and the resources available to you to help solve problems for your clients.***

- You put others and their needs first. You know it's not about you; it's about solutions for your clients.***

- You empower your followers to build their own leadership capacity, rather than viewing them as "competition."***

- You grow the capacity of your clients; they leave you better than when they found you.***



# Serve a smaller audience, better

*This seems counter-intuitive to most people who are just starting out. You need to earn income to support yourself and grow your business, so why limit yourself when there's a whole world of people out there with money in their pockets, right? Wrong.*

One of the scariest things for a new business owner is to accept this crucial fact (and it is indeed a fact): You cannot be everything to everybody.

***You can't be everything to everyone, so why not be something to someone?***

It's tempting to try to create a solution general enough that everyone would need it but trust me, no one wants that. People aren't looking for a solution to an everyday

problem that every other person has. They are looking for a solution to the thing that \*they\* personally struggle with and that is affecting their life in a negative way. It's causing them pain not to solve this problem.

That's where you come in. So I encourage you to make sure that your offers (your niche, your packages, your programs, and courses) solve *specific* problems AND problems that your clients actually have.



## 4 questions to ask when creating your offer

When putting together your solution, whether it be a bootcamp, digital course, or simply a process you follow in one-one-one sessions, you need to ask these four questions:

### 01.

*What is the client's number one biggest challenge right now and why is it so painful for them?*

### 02.

*How would they want things to be instead? What's the outcome they desperately desire?*

### 03.

*What's the risk of NOT doing something to fix the problem? What happens if they stay stuck?*

### 04.

*Does my offer solve for numbers 1-3? (Test it out with some of your ideal clients!)*

And that's the foundation of a good offer: you'll get the person from where they are (stuck) to where they want to be (transformation). And remember, it must be a solution for a specific problem!

# Have confidence in your offer

*When we feel strongly that our offer is solving a problem our client so desperately wants solved, it takes a ton of pressure off the whole having-to-sell-it part! We believe in the process and we know it will change their life. Who wouldn't want that?*

Have you ever talked to anyone who works in sales for a big company, selling products? Often, those people get burned out selling because they don't BELIEVE in what they're selling. They don't actually believe it makes anything better for the customer. That's called **cognitive dissonance**. Your behaviors (selling the product with a smile on your face) doesn't align with your beliefs (the product isn't that great and won't help).

In order to be able to sell with confidence and joy, we have to believe that our offer solves a problem for our client. And one that they really can't solve on their own.

There are so many ways that people need guidance to get where they want to be, and this is where you shine with your specialized niche and well-planned offer. You give them a way out of being stuck!





## 2 things your offer should do for your client

If you've already done your homework (tested your offer with a couple ideal clients, etc.) then this part should be a breeze.

Your offer should do two things...

### 01.

*Solve a problem or problems your client actually has. Preferably the most disruptive, painful ones.*

Painful problems can be caused by things we don't normally consider to be so disruptive. Lack of confidence, for example, could be preventing someone from getting a raise, which in turn affects their finances,

which then affects their stress levels, sleep, mood, health and relationships.

### 02.

*Add value. What are some things you can bundle in that no one else offers?*

Think of supplemental materials, premium subscription access, private memberships, upgrades, etc. that you can include with your offer. These should be directly related to the main offer and they should be things you only have to create \*once\* but you can sell over and over. This helps you to feel really good about charging a premium price for your solution because you know the client is getting a ton of extra value.

# Craft and practice your sales call script

*Having a blueprint for what happens on the sales call helps to reduce pressure and anxiety. You can always improv and pivot on the call, but it's nice to have something to guide the conversation, especially when it comes to the hardest part... money.*

Your script is going to be your guide for your initial calls with prospective clients. It helps you prepare for which questions you'll ask, how you'll understand where your client is stuck, how you'll get a clear picture of where they want to be, and how you'll ultimately pitch your solution and ask them to sign up, book, enroll, etc. if they are indeed a good fit to work with you.

This does not have to be rigid, in fact, I actually use my own script as a worksheet, and I modify it for each individual based on the information I asked for in their appointment intake form. I fill in their answers as we go, so I can reference exactly what they conveyed to me AND truly assess if I am someone who can help them get where they want to be.

# The outline for your authentic sales call script

This outline works for me, but it may require some tweaking for you and your business. Feel free to make it your own!

I navigate my sales calls using the following sections. I want you to write down what questions you would ask for each of these sections, related to your ideal client and your offer / solution.

## 01.

*Open the call. Build rapport.*

5 MINS OR LESS

## 02.

*Set expectations for the call. What is happening on this call and how long will it take?*

ABOUT 1 MIN

## 03.

*Ask about those pain points. Establish where they're stuck.*

10 TO 30 MINS

## 04.

*Assess their commitment level. Are they willing and able to do the work?*

ABOUT 5 MINS



## 05.

*Talk about their budget for this type of work. Share the cost of the solution with them.*

ABOUT 3 MINS

## 06.

*If they are willing and able to make the investment, share the components of your offer with them.*

5-10 MINS

## 07.

*Close the call. Take payment and discuss next steps.*

5-10 MINS

Sounds simple, right? I know it's hard work but crafting this script up front will help you find ease on your calls, I promise! Want the full script? Grab it inside the course.

## SOUL CENTRIC SELLING

## stories

**Soul Centric Selling is the course I knew I needed and couldn't find.**

From the first module, which explains a new perspective on the mindset of selling, to the last module, which breaks down the aspects of a sincere and thoughtful sales call, I felt, "Someone finally gets where I'm coming from!" This course makes me feel like I can connect with prospective clients rather than just making another pitch.

*Virginia L'Bassi*

TRANSFORMATION COACH

**This course absolutely exceeded expectations!**

All of the modules before the actual "selling" portion answered questions that I didn't even know I had. The course was presented in a very organized, clear, and concise way. The extra worksheets and resources that Meredith provided are invaluable. Thank you for sharing your wisdom with the world - I can't wait to apply it to my work!

*Shelly Mamo*

FITNESS COACH

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|--------------|--|-------------|
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*Or take a peek at the course here*

*on the fence?* 