



Expert Summit

MASTERCLASS TRANSCRIPT





Introduction

Hello and welcome to this masterclass today for people who love to serve but hate the hard sell. So I'm Catherine Watkin, founder of Selling from the Heart, and I work with business owners who are passionate about what they offer or who have gone into business because they feel really called to make a difference to others, but then struggle to get enough customers because they feel so uncomfortable about the sales process. And I work with these business owners, I teach them how to sell in ways that feel totally authentic and congruent, so they can grow genuinely successful businesses without compromising their values or their integrity along the way. And I do this through an online programme, a membership, and also private consulting.

Key Take Away

Today I'm going to be doing this masterclass on how you can actually use sales to serve rather than feeling like you're just pitching or manipulating. What I really want for you most of all today is I really want you to be leaving this master class with a shift in the way that you think and feel about sales. Because what I know from the work I've done with my clients over the years is if I can get you feeling more comfortable about the idea of sales, in fact, if I can have you falling in love with sales, then suddenly you feel so much more confident, you stop resisting your sales process, and it will make a huge difference to the results that you are seeing. However, I'm also going to be sharing some actual practical advice that you can put into place straight away starting from today to make your sales conversations more effective.

What I'll cover:

- So some of the things I'm going to cover include what I mean when I talk about heart-centred sales and how that differs from what you may



know of the traditional sales approaches that you might have learned elsewhere.

- I'm going to talk about why I personally don't teach closing techniques or objection handling techniques in any of my programmes, even though they're at the core of the traditional sales approach.
- I want to share with you a shift that I would love to encourage you to make when it comes to how you're thinking about sales and where it fits into your business. Because this is what we'll start you on that path to falling in love with sales as one of the favourite parts of your business, even if it's not right now.
- I'm also going to share with you three tips, very practical things, that you can start to put into practise immediately in any of your sales interactions, which will help prevent you accidentally coming across as pushy and inadvertently pushing your potential client away from you. So we want to avoid that.

What is Heart-Centred Sales?

So first of all, what is heart-centred sales and how does it differ from traditional sales? Well, for me, heart-centred sales is the very antithesis of traditional target driven sales. Traditional target driven sales is about the salesperson making the sales because it suits their personal circumstances. There's a sense of needing to get the clients to say yes at all costs, irrespective of whether it's right for the clients. It's very one sided, it's very self serving, and it does not put what's best for the client first. It puts what's best for the sales person first. So heart-centred sales is much more about putting your potential customer at the centre of the interaction and thinking first and foremost about what's best for them, trusting that if you do that, there is plenty of business to go around and you can sell to people who genuinely want and need and will benefit from what you're offering.

And it's about learning how to articulate what you do so that when your client or customer hears from you, they immediately understand the value and the benefits to them of buying from you, and when this happens, you do not need to use manipulative techniques designed to coerce people because



the customer has had what I call an internal yes. This means that the feeling of "Yes, I want to do this," or "Yes I want to buy this," is coming from inside them. It's like an energy that's pulling them forward rather than an external yes which is coming from the sales person, you, and you've made the decision they're going to buy and now you're going to do whatever you need to do and use all the techniques in your sales armoury to get them to say yes irrespective of whether they're on board with the idea or not. So because of this distinction between heart-centred and traditional sales, I'm actually not a fan of and I do not teach closing techniques and I do not teach objection handling techniques.

Why I don't teach "closing techniques" or "objection handling"

So I know that some of you will be breathing a huge sigh of relief to hear that. And the reason we don't do this is because if we take closing techniques as an example, the whole idea of closing a sale is inherently one sided and it is inherently self-serving. It's just not taking into account what's best for your potential client or customer. The other reason I don't like it is because, yes, if you use traditional sales techniques, you may well get the yeses because traditional sales approaches do work. However, what can happen is that if you have backed somebody into a corner or you've got them to say yes because you've used these techniques on them, but they're not fully emotionally committed to the process, what can happen is you'll get the yes or you'll get the purchase, but it will be followed quite soon after by cancellation requests, refund requests, or just clients not committing to the process.

Also, if you are selling something where you are wanting a long-term relationship, so either you want your customers to keep coming back when your customer says yes to you, they're entering into an ongoing relationship based on intimacy and trust, which is the case with coaching, with healing work, with ongoing consulting work, if you get your customer to say yes to you based on manipulation upfront, the trust and the commitment isn't there that you need to have in order to do your best work with that customer over the longer term. So there's lots of reasons I'm not a fan of using closing



techniques, and what I recommend you do instead is to learn how to guide your potential customer through a structured sales process that covers all the important things that you need to cover in the right order so that if buying from you is right for them, they will be able to see that themselves. They will come to the conclusion that they want to buy with you before you start trying to push them into the decision.

And I'm sure you can relate to this from your own experience when you're buying, that you feel so much more excited and committed where you feel you've made the decision and the best salespeople, you may notice from your own experience, are those who act more in the role of consultant, advising and providing information and supporting and helping you make a decision rather than those who seem to have their own agenda as the primary agenda and they're trying to squeeze you into their agenda. The more you can get the customer to get their own internal yes through this structured process, the more committed they're going to be and the less likely they are to feel that they want to back away from the interaction because they feel that you're just interested in what's in it for you.

Sales as Service

The other piece here that's quite important is that I would love to encourage you to come to see sales as not just as service, but sales as probably the most important part of the service you provide. So what I see as common in a lot of small business owners is that they see the sales piece as this nasty, icky, uncomfortable thing that they have to somehow get out of the way as quickly as possible in order that they can then sell the thing to the customer or do the work with the customer. However, if you truly believe that the thing that you are offering has genuine value to the person who's buying it, that it can make a genuine difference to their experience of life, to how they feel, to how they think, and you don't articulate that and take the time to show them why that's of benefit to them, then if you think about it, you're actually doing them a disservice.



So if you're shying away from the idea of sales or you're shying away from making a clear invitation to work with you because you don't want to be perceived as pushy or salesy, but that person could really benefit from what you're offering, you're doing them a huge disservice and you're just not having the impact that perhaps you've gone into business to have. So I would encourage you, even if your business is a service based business, so you might know that when somebody pays you, you are then going into a service based arrangement. You might be an accountant, you might be a coach, a hypnotherapist, a healer, a consultant, a trainer. You're delivering an ongoing service. If you can come to see that there's actually two parts to your service.

The first part is your sales process and the second part is the thing that you do. And in fact, the way you serve your client at the highest level is by taking them through a really well structured, really supportive sales process upfront so that they can see the benefits and see the value of working with you. That is almost of greater service than doing the actual work. And the reason for that is, is because if you didn't take them through that sales process in the first place, they wouldn't ever buy from you in order to experience the difference you have to offer. So I really would encourage you to start to fall in love with sales by seeing that the process of sales is the highest way in which you serve people by encouraging them to go ahead and make that decision, to do the ongoing work or to buy that product from you that's valuable.



3 tips for Non-Pushy Sales

Another area I want to cover here is the whole issue of pushy sales. Because there are two things that I see happening when it comes to pushy sales. These are, first of all, we have people who actually don't step up and serve their customers by selling effectively because they are so scared and nervous or accidentally coming across as pushy in their sales conversations. And what happens is if you're nervous about coming across as pushy, you often don't sell with confidence and you don't sell with conviction and you don't make clear invitations to buy from you. What happens is if you are not speaking with confidence about what you have to offer, that can often make your potential clients feel just as uncomfortable as if you're being pushy. So being hesitant, being uncertain, can make your client feel just feel just as uncomfortable. So learning how to sell and talk about what you do with a sense of confidence, with a sense of conviction that you really believe in this thing and it really has value is really important.

However, it's a bit of a thin edge to be on because if you are overconfident, you can very easily slip into accidentally coming across as pushy. So what I want to do is to share with you three clear tips that will help prevent you accidentally coming across as pushy in those sales conversations.

1. Always make it OK to say No

So the first one of these is to always set it up so that it is okay for your clients to explore working with you and still say no. This is one of my core mantras when I'm teaching. I always say, if your customer does not feel safe to say no to you, they will not feel safe enough to say yes to you. And that's because until they feel that it's genuinely okay to decide no, they have their resistance up, they have these defensive barriers all ready to push back if you start pushing them or being salesy or making them feel uncomfortable.

And if you can let your customer know that it is a hundred percent fine to come talk to me about this and explore it, and if it turns out not to be



right for you, that's absolutely fine, I will have been delighted to help you make that decision, they are much more likely to come to you. So if you are mainly selling through one-to-one sales conversations, at the point where you invite your customer to have that conversation with you, you need to be letting them know that you would love to have a conversation with them to explore whether buying from you or working with you is going to be the right decision for them, that you would love to have that conversation to help them to explore it. You're sure they'll get a lot of value from the conversation even if they don't go ahead and you're very happy to do that irrespective of their decision because you love having these conversations with people.

If you're selling something online, but the thing that you sell very often people have questions or they benefit from a very quick conversation with you to clarify a few things, make it very clear on your website that you are available, that you are very happy to answer any questions they've got, and whether that's by email or by phone and really use very friendly language that encourages people to hop on... Ideally, if you're selling online, but you often have people who need to speak to you first, if the language on your website can be very encouraging to encourage them to reach out and have that conversation with you, that you'll be very happy to help them make that decision irrespective of the outcome, they will be much more likely to take that next step with you. So always set it up that your customer can feel safe to say no to working with you and they will be much more likely to say yes to buying from you.

2. Get Permission to make your offer

The next one is to always, as far as possible, get permission upfront to make your offer. Now, if you're selling only online, this is not such an issue because you automatically have permission. The very fact that your customer is on your website reading about what you offer and hovering over the buy now button, you have permission to be selling because they're on there looking. But if we're selling one to many over a webinar or if we're selling one-to-one in a sales conversation, we need to be careful that we're not accidentally slipping into a sort of salesy mode, like a pitchy salesy mode that actually is probably going to be uncomfortable



for you as the business owner, but definitely feels uncomfortable for your potential customer.

And the way you do this in those situations is by getting permission up front to present your offer. So if it's a one-to-one sales conversation, what you would do is in your setup at the beginning of your conversation, I'm going to show you towards the end of this session today where you can go to actually get that sales process from me. I'm going to share my sales process with you. At the beginning, at step one, when you're setting the agenda, you need to let the person know that you're very happy to have this conversation to help them explore things. However, if you feel that buying from you is going to benefit them, you will be telling them more about how that would work, what it involves and what it will cost, and you'll be doing that later in the call.

Then when you get to that part of the call, once you've gone through the first five steps of the conversation, you come to step six, which I call presenting your solution. And this is where you would say, "Thank you so much for everything you've shared with me. Having had this conversation with you, I really do think that you would benefit from buying X, Y, Z from me. If it's okay with you, I'd like to take five minutes just to talk through how I work with people and let you know some of the details plus what the investment will be. Is that okay?" Now, 10 times out of 10, 9 times out of 10, your customer's going to say, yeah... If they've had a good experience with the conversation so far, most people are going to be thinking, "Okay, I'm not sure if I'm going to go ahead or not, but yeah, I like what we've talked about. I would be interested in hearing more."

Very similarly, if you're predominantly selling online, I do a lot of sales online through webinars. I've always done that since I started my business. Very similar in a webinar where upfront near the beginning of the webinar you let people know that later on in the presentation you are going to be letting them know how they can take a further step with you and work with you more deeply should they choose to do that. And then when you get to that place in the webinar, you need to do a segue where you partly show the gap between what you've taught them so far on the webinar and what they're going to get that is different or extra from



actually choosing to spend money with you, and as well as showing that gap so people can clearly see that value, you want to be saying something like, "Hopefully through this presentation so far you've been able to take away a lot of tips that you can implement immediately and you can see the value of X, Y, Z, A, B, C. What I'm going to do next, I'm just going to take 10, 15 minutes to talk you through my X, Y, Z programme. I'm going to let you know how it would work."

"I'll let you know the key details plus the investment. I'm also going to let you know a bit about who it's right for and who it's not right for. I hope that's okay with all of you." Once I've done that, I'm going to come back and answer your questions." So you need to be getting the permission so that your audience or your customer never feel like you are just selling to them. You always want to have this process feel like our collaborative process where you're walking side by side so that it never just feels your customer like you've just started selling to them. It always feels to your customer like they've agreed to hear more from you, which is why when you're just selling online to a sales page, they've naturally agreed because they're reading through, they've chosen to be there, basically. They've chosen to be at your sales presentation.

3 Acknowledge Concerns

The third part of not coming across as pushy is really important and it's very closely related to why I don't teach objection handling and this is about acknowledging people's concerns. Now here's the thing, in traditional sales, they give huge weight to what they call handling objections, and the objections tend to be presented as something you have to overcome. These are the barriers between you and getting the sale that you have to knock down. But it can feel really confrontational and this tends to be where the sales conversation starts to be pushy. It's really clear to the customer that now you are just trying to get them to say yes and you're using all your objection handling techniques to do that and this is where it feels salesy and you will often lose a customer.

So instead of focusing on overcoming objections, I would like you to forget all together the idea of objections and instead I would love to



encourage you to recognise that if somebody is seriously considering buying from you, whether it's a product or a service, they are inevitably and naturally going to have some concerns. Can I really afford to do this? What if I buy this and it doesn't work? What if it turns out I haven't got the time? What if my partner disapproves? They also are likely to have specific concerns that are very unique to the thing that you offer, that a lot of your customers tend to worry about. I would like you to recognise that if somebody is considering handing over a significant amount of money or time or committing to a process that's going to involve them opening up about a lot of personal information, they are going to have concerns.

And what I'd love you to do in order to not come across as pushy or self serving is start by acknowledging those concerns. Acknowledge them. Let the client or customer know that you hear them, let them know that you understand them, indicate to them that you can see that that's a valid concern that they would have so they know that you're on their side and they can see that you're not just trying to push them into anything at all costs. And when they understand that you have their best interests at heart and you're not just going to push them into anything and argue with everything they say, they are going to be so much more open to having the conversation that is going to be the next part of that conversation, which is where you start exploring how you can help them to overcome those concerns and any resistance they might have to going ahead.

So for example, your customer might tell you that they can't do the work with you because they haven't got the time. So you may end up coaching them around their priorities and helping them to see how they can free up more time. Or it might be very clear to you that by doing the work with you, they will feel they have more time because part of the issue they're dealing with is overwhelm and commitment to too many things and that's exactly what you're going to help them with through the work you do. But you can only have that sort of exploring conversation if you started by acknowledging that this is a genuine concern and you are not going to make them wrong for feeling it.



So again, if somebody says, "I would love to work from you, I would love to buy from you. I can't afford it." Again, you show them that you hear them, you show them that you understand that that can be an issue and you then go into the conversation where you get their permission, again, getting permission, where you get their permission to explore further into that, and you have a conversation that goes deeper into whether they can afford to work with you, how this weighs against other priorities, how they might be able to make it work, perhaps how working with you will pay for itself depending on what it is that you offer. But your client's only going to be open to that deeper conversation with you if they feel that you are on the same page, and like I said before, that they feel that this is a collaborative conversation, not a one sided conversation that's all about your agenda and not theirs.

And equally, if you are selling from a written sales page or you're selling from a webinar, it's like a one-to-one sales conversation. It's just one too many. You're having the conversation but you're needing to reach many people at one time. And so in that case, what it helps to do is to really identify upfront what those common concerns are that you might have and address them through your sales copy and address them through your webinar content so that you are addressing your more common concerns through the information that you are providing and presenting to help customers see that these things don't have to be an issue and in fact buying from you could benefit them. It will depend, each one of you watching this will have a very different business, so it comes to sitting down and really drilling into what are the top 10 concerns that one of your typical customers might have that might prevent them from going ahead and working with you? And then you can use that within your one-to-one sales conversations or within your one to many sales online.



So I do hope that you found what I've shared in this master class useful. As a summary of what I've talked about. I've talked about the importance of always putting what's best for your client or customer first in the interaction. If you do that, there will always be enough customers to go around. You will build trust, you will build a positive reputation. Your people will send you referrals even if they don't buy from you and when your client consents that you have their best interest at heart, I promise you they are so much more open to having that conversation with you and so much more likely to be open to making the decision that's right for them, which very often is going to be a yes decision.

Summary

Don't try and close the sale. Instead of trying to close the sale aim to take your customers through a structured sales conversation with the aim of having them get that internal yes, so that if buying from you is actually right for them. That's a conclusion that they will draw themselves rather than you needing to tell them, because nobody likes being told what to do, do they? None of us like to be told what to do, but we all love to make our own decisions. And implement these three things throughout your sales process to make sure that you're not coming across as pushy and causing the client to shut down. Get permission up front when you want to talk about your offer, always set it up so your client feels very comfortable, that it's okay with you if they decide to say no after exploring things with you, and always acknowledge any concerns as valid before you go deeper into exploring those concerns with your customers.

Learn "The 7 Steps to Yes!"

Now I said earlier that I would let you know how you can learn my sales process, so my unique sales process that sits at the core of all of my programmes and teachings is called the Seven Steps to Yes. This is a process for guiding your client through a very authentic sales conversation



that will feel comfortable to them and comfortable for you as the business owner. You can go and get that from my website. It's a series of short three minute videos, so it's very bite-size. It won't take any longer for you to learn that process than it's taken you to watch this Masterclass today. My website is www.sellingfromtheheart.com, so if you go over there to sellingfromtheheart.com you will be able to sign up for this free training, the 7 Steps to Yes, just go over to the work with me tab, you'll find it listed there.

The other thing on my website, which you are going to love, is I've got an authentic sales styles quiz and this is wonderful because it will help you to identify your own unique sales profile. And when you know your own authentic sales style, it will help you to be able to understand what it is that holds you back when it comes to sales, what's creating the resistance, what's creating the struggle? But it's also going to help you see your natural strengths. And when you understand your natural strengths in sales, you understand that you can play to those strengths and that instead of becoming a barrier, they actually become something that enhances your sales process.

So I do hope you've loved this session today. I am passionate about helping small business owners fall in love with sales so that sales becomes a core part of their business that they love rather than the thing that they are always avoiding. So if that sounds like something that you'd love to happen, do come over to sellingfromtheheart.com. Check out my blogs. Sign up for my 7 Steps to Yes, take the authentic sales styles quiz, and perhaps you'll choose to stick around to learn a little bit more from me. So sending you lots of love.

Thank you for your attention today.