



WORKSHEET

HEART-CENTERED SALES

How to Serve without the Hard Sell

Heart-Centered Sales

How to serve – without the hard sell

What I'll be covering:

- ✓ The difference between heart-centered sales and the more “traditional” sales approaches
- ✓ Why I don't teach “closing” or “objection handling” techniques
- ✓ A shift in how you think and feel about sales that I hope will be the first step in you falling in love with sales
- ✓ Three very practical tips to prevent you inadvertently coming across as pushy

Complete this Section before the training:

What is the biggest challenge for you when selling your services?

How do you feel when you think about needing to sell?

How would you love to feel about sales instead?

What *IS* Heart-Centered Sales?

Heart-centered sales is:

The antithesis of _____

Puts what is best for _____ first

Trusts that there is _____

Is about selling to _____

It is about:

Learning to _____ what you do so that your customer understands _____

There is no need to use _____

The energy is _____ your customer, not _____

The decision comes from _____ not from _____

Notes:

What's Wrong with "closing techniques"?

Closing the Sale:

Is inherently _____

The customer won't be fully _____

It creates more _____ and _____ requests

The _____ and _____ won't be there

So you will not get the _____ you are capable of getting.

What to do instead:

Guide your potential customer through a _____

Your customer will come to their own _____

And you won't need to _____ into a _____

I call this the "_____!"

Notes:

Another way to think about Sales

*Sales is about helping people who want and need your services
make their _____ more easily*

*If you truly believe that what you offer can make a _____
then to not sell is to do them a _____*

There are two parts to the service you provide:

Part 1 - A well-structured, _____ sales process

Part 2 - Your _____ or the _____ you have to offer

Sales is the highest way in which you _____ people by helping them to
_____ to buy from you.

Notes:

3 Tips for Non-Pushy Sales

It's important to learn how to talk about what you offer with a sense of _____ and a sense of _____

If you are trying too hard not to be pushy it can make your customer feel _____ but if you are over-confident you can accidentally come across as _____

1. Make it totally OK to _____
2. Get their _____ before you make your offer
3. Acknowledge all _____

Notes:

NEXT STEPS:

Follow the “7 Steps to Yes!”

Learn how to guide your clients step-by-step through a very authentic sales process that will feel in a series of bite-sized videos (3 minutes each):

www.catherinewatkin.com/7steps

Discover your Authentic Sales Style

Discover what holds you back when it comes to sales, and also identify your natural strengths (even if you can't see them yet):

www.catherinewatkin.com/quiz

I also share regular videos and articles on my website

www.sellingfromtheheart.com to help you along on your journey to falling in love with sales – Enjoy!

With much love,

Catherine