

2022_07_14 - Sales as Story Part 1 - Session 2 - Audio

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00:01

Okay, part two, not part two. It's just like, well, part two today. We're still in sales. The story is still July 14 2022. And it's segment two. Let's call it back. Because next week is part two, segment two today, and some amazing wins shared. Oh, my goodness, if you have started here, because you're just listening to the recording, go back and listen to the other recording. You want to be there. Don't Don't skip awesome. I'm talking to you guys. Right? If you're watching this, don't skip your lessons and grounding accounts. Don't skip the wins. Because as we're gathered the energy so beautifully, don't miss the celebration, right? That's like so key we start there. All right, let me go and take a look at again, I got to look at two different times here. Look at my notes. And where I want to go from here. Alright. And already, do I want to do it a little bit differently than what my notes give me one second year?



00:55

Yeah, I'm or where did you guys go? There you are, okay. You tell I'm not a techy person in the company. Right?



01:03

You don't need to be all right. And meaning cancel that. There we go. Okay. Think you're ready to I was going to ask you a number of questions at the beginning. But I don't think that I need to ask those questions. I'm only going to ask one, because we're already in the energy of it. The other ones are not as the other question is going to ask you aren't as far along. But we're already in the energy that I think we can just settle on the first question I wanted to ask you, which is what do you love about sales? What do you love about sales? And so I'd love to hear from one or two of you, you might not be in a place where you are loving sales right now. Because you all went silent just for a moment. So let me go ahead.



01:58

I love the conversation, the building of the relationship, because sales is all built based on

relationship. It's not about hey, buy my thing. It's about a, you know, let's see how we can you know, do something great, create some magic together. And so yeah, I've really started to enjoy those conversations, and then the sale kind of follows automatically out of that.

 02:27

Beautiful, thank you. Let's hear one or two more. Also listen to take your temperature, you know, you'll look down with it. What do you love about sales? And really the possibility of serving someone? Yes. Actually, I mean, it's a highest service. It's stepping into a deeper relationship where you can actually serve where you actually do your work. And they actually need the thing that you are offering. And so what a beautiful thing it is, it's a hinge point between meeting that person and they have pain in your area, and actually being able to help them is such a heart centered group wouldn't love that. And again, the fact that you all looked down, maybe there's a bit of hesitation, we're going to address that hesitation a little bit, and help out with that. Anything else that you want to say about why you love sales? And again, if you don't, that's okay. By the end of today, the work that we do together, that will be transformed. Jonathan Emery,

 03:25

yeah, I just part of sales that I like is finding out, you know, really sort of being open and trying to help somebody. And that sort of brings in a bond and a camaraderie and an energy that I think is I really enjoy. I don't really think of it as sales, I think of it as, you know, how can I help you? And that's really, for me, what sales is, is how can I help someone?

 03:51

Exactly. And I love that you say, don't really think of it as sales. And I'm deliberately going back to using that word sales here. So we get comfortable with it. Because in this room, you know, I bet that there's nobody here who said first, I want to sell stuff. Oh, right. And what will I go sell so I can make some money? I mean, it's not the room we're in. At All right. And so the, but we can make friends with that word. So we don't shy away from it. And it's exactly what you said it is. I mean, it's, it's, it's how it comes as a service. It comes in a deep support, it comes out of wanting to help and serve and so when we can, you know, and you don't have to use that word if you don't want to, but it's a word in the industry. We don't want your pullback. You know, when I I love learning more and more about sales because it means I can help people more. Wouldn't want to do that. At least in this room. Who wouldn't want to help more you're so in service. You're, you're so about win win win in this room and you know, in this community, that's who this community is right? Thank you, Jonathan. Beautiful, Marie.

 04:56

I love the mystery of it. Like you're not quite sure what gonna happen. So just show up in the best way I can to listen and to get to know somebody. And then the best part is, is if they end up saying yes,



05:09

yes. Yes. It's great to celebrate, you know, it's almost celebrating the nose, we celebrate the yeses as well. Oh, my goodness, we should really get back to that not shit. I don't mean shooting all over ourselves. I mean, don't shoot all over yourself, I should do this, I should do that. I'm sure over yourself, right. But instead, wouldn't it be nice if, you know as people join the community? When we when we first began, and for 20 years, my daughter and I would just do the happy dance, you know, when we go from dinner, to celebrate that person and their leap, and maybe because she became a busy university students. We stopped doing that every single time. But But, but we still do it sometimes. And it's just like, wow, celebrate the yeses to what fun is that? It begins a journey where we can actually do our work on the planet live our lives on purpose on the planet? What could be better than that? Thank you beautiful. Anything else wanting to be said about loving sales? What a great place to begin. Yeah, Heidi?



06:09

Well, it comes from a place of wanting to love sales.



06:13

Good. Perfect. And thank you, I hear you, yes.



06:18

What struck me when you're talking about the happy dance and wanting to be of service everyone. What struck me is that the money is a measure of everyone's courage. That isn't my courage to invest in myself. And it's also my courage to request what is commensurate with my value. So both people have courage in that sales conversation. And the opportunity is to be of service, but also to receive the service. And both people have to figure this out and feel their way into it. But that just that opened up for me, and everyone's talk about it just now.



07:06

So good, it's people together, having the courage to to decide something, both the person offering and the person receiving, stepping into all so they can be a bigger version of themselves, in a moment of a decision that is life changing, who wouldn't want to be there? Who wouldn't want to be there, I love that you underline that, that part about the courage, it you know, don't we want to be with people who are, but we want ourselves to find the courage to live the lives that like Jonathan, like having, you know, he's like, I was afraid and you know, things just can be scary, over here as an art, you know, entrepreneurial landed and in the land of actually living on purpose and, and doing, you know, sharing our gifts and so on. But then the finding of the courage is so good. Jonathan was one particular lead that we saw, but all of those leaves, that's work that's holding space for somebody at the at the moment of a Big Leap, leap. And again, here we're talking about \$5,000. And up and for some of you are going to be \$5,000. And some of you be going like what about, it's more like 5 million, it doesn't matter what the number is, but it's like, we're not whatever it is, we're not selling widgets,

we're not selling something for \$1.49 and \$1.49, or \$97, or even \$197 from even 1000 \$2,000. There's smaller sales. And so that person is not invested. We're talking about somebody investing their time, their money, their their own life force energy to solve something that has been a problem for them, sometimes for a short time, sometimes for a long time. But it's a deeper problem. And we're providing solutions. And that's a great place to be and maybe it's different selling a stick of gum, you know, I don't know, I don't know what that's like, that's not what we're doing here. But something it's about deep level connection. It's about deep level services, but actually solving problems stepping up into courage. Who wouldn't love that? wouldn't love that? Okay, excellent. So anything else wanting to be said about why you love or are wanting to fall in love with them? I love that tweak there. Heidi, for some of us, like, depending on, you know, don't compare your beginning to somebody else's middle, right? So we might be going okay, I don't know. But so some of you were like, well get me in there right now. Okay. So, I want to talk just briefly about well, what makes somebody good at sales. And again, making friends with that word, if you don't find that word, very friendly. It's a great idea to make friends with it. You don't always have to call it sales, but it's good idea to make friends with that. What makes somebody good at sales, all the qualities you talked about, you know, real relationships and courage and connecting with people and offering service and all that is at the heart of great sales. And what I wanted to give you just a quick picture of I know that when I bought my very first car, and people talk about used car salesmen, you know, that's the kind of stuff or a typical not good sales. Now, my friend's cousin was it was a used car salesman, he was really nice guy. I never bought a car from him, but I'm sure he didn't sell like this. So it's not about used car salesman. But it just so happened that when I bought my first car, I almost bought it from a used car salesman was stereotypical used car salesman. And so that's not good sales. Like, we were very close in price, I really wanted this car. And he was really condescending he was there was so much ego. It was all about him. And we were \$300 apart. And and then he said, obviously, I still have, you know, a disappointing story about it. I haven't gotten over it yet. I spoke about again, I'm like, Oh, it was just like, I wanted to tell you this, because it's such a good illustration. And we get scared of being that nobody in this room could be that because it's not you. But I want to just name the animals that we name the thing. So we don't get worried about it. Right? Two or \$300. Apart. He said, Well, I can't remember what he did. He said, Well, sweetie, I know you're going to come around, and you get that. It was horrible. And he was, you know, there was power over and there was you know, it was all about him. And there was lots of ego. And it's like, and if you don't there's something wrong with you. And it's just like it was just a key. And you might have encountered that somewhere in your life. And then it teams or idea about what sales is about? Yeah, some you're nodding. If you get what I'm saying either you've experienced it, you've seen it, or somebody's trying to take advantage or whatever it is raise your hand, we probably all have stories about that, like we're getting 100% of people, right. So that's not what we're talking about here. If that's what you want, you have to go somewhere else, you might as well hang up.



11:38

Not what we're doing here. I want to name it. So we can, you know, bless and release. Like, that's not what's happening here. And on the other side, and some of you I think I was even talking about this last week, and one of the calls. Sometimes I can't remember which call was at a q&a call. But I was talking to you guys in different circumstances. But recently, Yvonne has, you know, Yvonne wears many hats in this community and began as a student is still here also in capacity of students. Right. And we've been friends for many, many years. And from the time that, you know, my man died in 2016, and she was at my door within the hour, I think. So we you know, so long standing connection, one of the one of the hats she wears is she also,

you know, helped out with sales, right? But it sounds funny even saying that a buddy bond, because it doesn't feel like that at all I wouldn't put like, and why I wanted Yvonne to be able to hold space in this way. She's both students, and client care, and team member. And we've done so so much together, you know, friends for many years, Evolved Human not thinking about herself as a salesperson at all. She just came in just like you did. And as a student for years. And I think I just told a story recently, but not all of you were there. So I think of it as quintessential Yvonne, we were doing story freedom, our three day event. We were doing it live many, many years ago. And already then it's like as the team is growing. You know, I hope you've on will do this work. If it's not Yvonne doesn't have to be somebody like Yvonne. And Marie does this work as well at story freedom, right? Amazing, amazing heart center. So all we're doing is holding space helping people make a decision. So again, I don't even think of it like sales, it's like to put that to put their names beside that used car salesman. I don't even it's like travesty, right? And the reason that I called them both in and then Yvonne does more of that work. But Marie does this work at all, as well on the team is because Yvonne was there years ago at story freedom. I just made an offer a day to the end of the day, I made an offer. And there was somebody there who was more than one person, but I think you'd be particularly violent with this one person. And I left maybe somebody was asking me a question, whatever it was, it was already quite late at night. And I just thought Yvonne and she just stayed there on the holiday. She stayed there. And it was just typically Vaughn. She stayed there till midnight or something like that. It's just like outrageously much longer. Because somebody was there trying to make a decision. They thought they might want to join our community, but they weren't sure. And Yvonne was just there as a student. And she was just like, hello, I help this person, whatever they decide. Because I could see that they're in the pain of the place of decision. And she knew the benefits over here in the community. But she wasn't going to say Hey, join the community because that person, what is it that this will actually help this person? What will actually help them whether it's that we never see them again, they come to do the work, there's a smaller piece, there's somebody else in the industry that would help them more actual real service and she was doing it just because that's who she is. She just wanted to help. So when I first approached her a couple of years ago saying Do you want to hold space for people like that in this community? Sales Ivana can tell me right, because not everyone was on a call. You've all heard some pieces of the story right? Sales like I want to do sales. Alright, think about sales. whatever you asked me, this is what we're talking about here. This is what we're talking about. That is what the best of sales is. It's not that used car salesman, all ego, trying to make a sale, it's nothing like that. The image that I have when I think about sales is Yvonne, they're late at night, holding space for somebody with with nothing to get in that case, actually nothing to gain herself other than she knew what a great community this was, she knew that person, and she just wanted to help them. And she wasn't even there with the, you know, she was setting aside the vested interest, of course, she would love for them to join, because she knew it would change his life, you know, years and years ago, but also just holding space neutrally, so that he could decide, wow, again, I don't need to teach you anything else about sales. I will keep giving you some more pieces and more pieces. But this is the foundation makes sense. And Yvonne going like I don't even buy a Sales Machine. Right? Why would you ask me, that's a silly thing to ask. I don't know anything about that. And our company has sales at its center to because now she embraces it. Because you know, it's so beautiful, like come such a laundry and a couple of years.



16:15

When you do that, you'll know what to do. Yeah, and Yvonne, just one second. And then I absolutely want to hear from you. And when you know that that's how it goes. You all I want to

remind you of your own innate capacity for sale is such a heart centered group. When He bonded, they're sitting there, holding space represent you all know how to do, you've all done that for a friend, a family member, somebody grieving somebody who needs support, you bumped into somebody in the street, they need change. This is a heart centered community, you guys are amazing. You're my ideal client has something of like parents. If you've heard this before, once they hear and then everyone will hear you. Absolutely, my parents would, you know, give you the shirt off and think about them so much. I just saw my parents home yesterday, for the last time ever. I'm halfway to my own city of my mom's China in the back of my car, I'm thinking about them so much right now, right. And they would literally give you the shirt off their back, like when Sharif and the neighbor came by and said, Hey, Mr. G, I love your jacket. And he just goes here and handed it to them. Right? You guys are all like that you all have that inside you, I want you to also keep a shirt for yourself. And I want you to know how to build strategically, so that you're not just giving it away, because you're gonna burn out, you're gonna burn out and then you won't be able to help people and want you to charge appropriately. I still want that for you. I mean, I can't want it more than you guys want it for yourselves. But that's what I want for you, I want you to serve, you know serve, of course, you will charge appropriately know some structures that will help you do this. But I just want to start on that foundation you all notice because of the deep heart that you have. And then it's just icing on the cake that I'm adding, adding, adding some structure that will help you or having you notice what you already do in so many areas of your life. That's the best sales training that I could ever give you. And then we'll just keep keep adding some more pieces. So hope you're hearing it in a different framework now, making friends with it. Right, Yvonne? Thank you so much. What was what do you want to add to that?



18:12

Well, I just want to tell myself a little further. Since since we're since we're at it,



18:20

I want to I missed the one where you want it you want to do Oh, tell on yourself a little further know myself



18:24

a little further. So we were doing the very first virtual story freedom, you know, a few years ago, and he was telling me, Yes, Amy is part of our team, as you know. And Amy was going to do all the logistics, but that's not how I had interpreted it. I was like, you know, like she will do maybe a couple of things and then I will do a whole bunch of things. And so her and I were in Slack that morning of the first day and I was saying So so how are we doing this again, you know, what am I doing? What are you're doing? And she said well I do all of that. And I literally you know sat there crying because I was like if I'm not involved in the event you know with doing some of the logistical pieces Why the hell am I even there and it's you know, it's a mind Frick that happens that you know has kept telling me that I was not a salesperson. And it finally that event it finally sunk in with me that I'm bad at a bag of chips





19:45

thank you for that Yvonne. So if the if there's any sales were like continuous you think that's not you? And you're in exactly the right place. I don't know if you've ever thought had that thought. Right. And and that even you know, reasonably recently compared to that live event many many years ago, right? So it's a pro system discovery. And it's like, Oh, you mean I'm there to, and we can use the word sales? Or you say, I'm there to hold space for people, some people might want to do this, I can hold space for their decision and, and be there to help them figure out, you know, what are the factors that I'm weighing? And is it going to be this? Or is it something else? And but so still not owning it? It's like, well, if I'm not organizing breakout rooms, what else would there be to do? Not not seeing the capacity for holding space in that way. Because Yvonne comes from heart first. And I get like, again, that's, I knew that too. I went on my team. Makes sense. And that's who you already have on your team, you, you. And I want you to fall in love with sales so much that you don't even want to give it away. I love doing strategy sessions. It's such a beautiful place where somebody's on the point of making decisions. I you know, I reluctantly give it away, except it's like, okay, well, it's in good hands, it would be gone, right? I reluctantly give it away to team but say, a team that story freedom, it's like, give a give that I just like have to make space because I'm like, they're better at it than I am. And I'll give that to Murray, give that to Yvonne, you'll find people on your team who will do that for you. But you only want to do that by the time that you are so in love with it that you don't want to give it away. Don't farm it out, don't abdicate you, you want to be in love with sales, fall in love with sales own that word. And it's a process. Thank you for underlining that Avon is a process, especially for heart centered people, in a sense, right? There's people out there going, you know, after you grabbed the most, how can you whatever, whatever, whatever, I don't know how to teach that, how to do that, you know, somewhere else. And then they might have their own sales issues. But I don't whatever their issues are, that's not the planet we're living on here. For heart centered people, it's actually owning your own capacity. And knowing that you're already good at it, you've already held held space for people so many times. Like if you've ever helped a friend out and listen to them, or a family member, or somebody in the street looking for directions, and you want to try to listen to them to see what they want and then and then gave them directions or have you if you've ever helped out, you know, somebody in the grocery store and they want to do you know, everybody else was ignoring them. But it was like somebody wants a little, you know, an older woman with a cane and she wanted to find out where the eggs were, and you stopped to help them because I know the room I'm in. If you've ever helped anybody in your life, raise your hand. It's such a ridiculous question. But I just want you to notice is that mean to completely quit for sales, the way that we do them here. And that's all you need to do. You're already doing it. I'm just, that's the most important thing I can teach you. And then I'll give you a few more things about it. I just want you to be empowered, know, you already know this, just like Yvonne. And it was different iterations. She was already doing some that work and still didn't know that that's what she was doing. So we own in a different level of different degrees. Make sense? All right. So let me just double check. Okay, so that's a piece on I think I'll break this up again, in just a little bit. I always break it up. We'll see how it goes. But that's a piece on you know, what makes a great salesperson and that you are that person even though you might not know it? Yes. And then we don't start from this. I love the mystery that Marie talks about, like, I wonder what's going to happen. But it's not a mysterious thing, the sales process something out there that other people know that somehow you got to gain access to you. I want you to stand differently in this. You do this. You're good at it already. You just don't know it, just like he was so beautifully demonstrated that and then I'll show you what you're already doing. And I'll just add a few more pieces that you're empowered to go and have those conversations right away right here right now. All right. So

