

# 2022\_07\_14 - Sales as Story Part 1 - Session 3 - Audio

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## SUMMARY KEYWORDS

strategy session, people, offer, drugstore, questions, person, sales, conversation, real, jonathan, genuinely, karen, story, mom, transformation, hear, life, week, piece, meet

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00:01

There's a story section three, in our part one day, July 14 2022. And so, just we've already been talking about it, but I just want to underline again, the mindset shift around how we think about sales. It's not



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It's sad that used car salesmen have that, you know, reputation. It's not fair. But that one was one that I bumped into. So it's easy for me to go yet that and instead, Yvonne sitting there until all hours of the night just trying to help people absorbed because that's what she does. It's who all of you are. You say you naturally own the best of sales and how to think about sales. So it's a greatest service sales. To me, it's the greatest service. When if somebody's hurting in front of you,



00:44

they have pain in your area. Would you know you like if you were I use this analogy with an aftereffect to Dan's question the other day, right. Let's say giving the example my mom, a nurse, and let's say she ran across somebody, you know, bleeding in the street, like, would she wouldn't she offer to help, you know, and bandage up that arm maybe the blood spurting out? I don't know. It's like, she just walked away. Instead, it's like, oh, maybe I'm imposing on that person. Maybe they don't really want this, oh, whom I can post something. We have real ideas about sales, right? It's a disservice not to. It's a disservice not to make an offer. It's a disservice not to put as many people in front of us as we can like, in conversations with real life, people who may want to make the decision to come and do the work with us.



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And so for a heart centered room, I'm going to like the years that Tableau version, it's selfish not to.

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Like, it's selfish not to it reminds me I was raised Catholic, but this may not be your spiritual tradition. That's how I was raised. I think, I heard stories at church, when I was little about the parable of the three talents, it seemed like a weird story. I don't remember even all the details, however, that story has been popped up in my mind, I'm going to share it like, you know, there are different brothers and one was given one challenge, like money one was given more than the other ones give me more. And the one who was most praised, you know, came back with more talents, and actually turned them into something else. And I think of it I don't even know if the word you know, that was originally written in was actually about talent was like a talents or abilities or resources, were meant to give them out there in the world and multiply them. How selfish. Again, I'm only doing this because it's such as heart centered room, and you won't want to be selfish. How selfish of you not to make an offer.

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That will like go into that editor that says, Oh, I don't want to impose, I want to be nice to people.

 02:36

I'm selfish not to make an offer. And it's the greatest service to make that offer, as we've already been speaking about write. And also it should be clear by now, it's not some kind of technique or tactic. Although I can give you some guidelines that will help you, I'm not going to give you a fill in the blank script, I'm not going to do that unless you ask me for it. And I could make one up. But it's not the way I think about it. It's not how I hold space in the strategy session, I've done countless of them. It's not how I train it. So they don't want you thinking in a fill in the blank kind of way. I don't, you know, maybe it could even work, you know, it might even produce sales. But the way that we talk about it here, I want you having real conversations, I want to empower you to have real conversations with real people in a way that taps into your own natural entity abilities ability to do so. It's real, again, real conversations with real people. It has to do with listening skills.

 03:30

Remember, I think of Yvonne sitting there at story freedom. And most of the time, she was just listening to him, one of our alumni.

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And you know, and in the piece of it's a disservice not to, he joined our committee many years ago. And a little while after he, you know, some months after he joined, he was diagnosed with a really, really terrible form of cancer.



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And, you know, this is not about cancer here. But oh my goodness, he was so happy to be in his community. And we were together with him on some of his final journey. He lived a little a little longer than that, but it completely empowered and fueled his life. So I think of him often I think about Yvonne and he was sitting there often because



04:12

what a disservice, it would have been for her not you know, she wasn't she wasn't doing it out of the kindness of her heart.



04:19

game he joined a community it changed utterly changed his life. And in a critical time that he wasn't even aware of to.



04:27

It hadn't happened yet. So it's so the high service it involves deep, deep listening skills. And then the other thing I want to I want to say is that the strategy session itself when we're talking when we're in a conversation with somebody, and in ways that are going to be obvious to you it's not rocket science. It'll make sense. When you when you heard it, just like it should make sense by now that you are already equipped for the best level sales is like Jonathan's story, Jonathan. Jonathan story is not different in kind from Yvonne story. Yvonne was not even doing it wasn't doing it out of a sense of



05:00

off game and sometimes we worry oh no, they're gonna pay me itself game. No, that's just energy circulating, that's fine energy going out, you're helping people, it ought to come back otherwise there's an imbalance in the universe. But if I'm just doing it out of kindness out of heart, and John, as Jonathan was the best of sales, right, doing it for that company, so he thought, then out of service to that person, letting them know what was happening, and then it just happened, right? It's how the best of sales happens. have deep, deep, deep heart. And we're thinking about that other person what will help them that's all and then as I say, it's shaped like story in ways that will be will make a lot of sense to you once I outline that.



05:40

All right, I'm just going back and forth between you guys because I want to be able to see you. And then I've got notes. They that their new notes I because I was just thinking, what's the best that I know about this? So we want to





05:52

Yes, right. Scroll down here. Oh, I'm so proud. Because again, tech is not my stuff. Amy's away right now, this week in a well deserved.



06:02

Break. She works so hard on your behalf. I can't even tell you. And I think I've got it so that you can see everything on



06:09

success. So I'm not the techie person, but I need a picture for you. I'm super proud.



06:15

Might not be pretty was the first time I need to picture it. Thank you. Dance clapping doesn't say sign up smile. You don't have to do everything or to to run a company and other people can do stuff. Well, Amy's always like, I wonder if I can make a pictures I did. So you know.



06:33

Can y'all see the picture?



06:35

Yeah, I'm like, so proud of this picture, I can't even tell you it was the first time we've made a picture.



06:42

So that's the first part the lying around and transformation and real person who needs your help. We talked about this in our offer, how to create your offer, or offer creation half day retreat. I'm not going to repeat that. Please go back and listen to it. We did some great stuff. And we did such great stuff at the end of it. I highly it was you and Mary Kay who like like, I'm gonna raise my prices, we weren't even talking about prices.



07:05

Wasn't even the subject of discussion really, the both of you going like, oh, it's worth that much. Oh, I get it. You know, the best of sales is what comes from knowing the deep, deep value of your work. The analogy that I just gave about my mom and somebody bleeding in the street, and she's a nurse, she was a nurse.



07:22

He knows that he values her work at what moment is the person's gonna bleed to death, she doesn't want you know, she walks away, of course, she's gonna make an offer, can I help, right? And so I want you so much to I want to empower you to know the deep, deep value of your work. And when you do that,



07:39

then, you know, we raise our prices, we deeply serve, we will send away our non ideal clients because we are so focused on helping the people we're really meant to serve. Like, if beside my mom in that analogy, somebody was standing there going, like, I need a band aid. You know, my arm is a little scuffed up.



08:01

Come over here because like I'm ego something, something, something. Come over here, Mark and put a bandaid on the I need your services. Now.



08:10

I'm gonna spend time with that person. Because there's somebody over here who really really needs you know, who will send them more in gently? Hey, I think there's maybe for them. It's I don't know what they need. They need a drugstore to get Vandy. They need to spa the something else. We'll send them away, we really will genuinely help because we're on this planet to help. And we just helped because that's what we do.



08:28

And my mom would go yeah, there's a there's



08:31

a moment. Yes. Because so that that person would gently go away. So she can tend to this person, you know, there's the pharmacy down the street, I know you can get a band aid there. And then she'd have her full attention on the people she could really serve. And she knows deeply it makes a difference. She's not going to stop to think Well, should I make an offer? Is it the right thing to do? You've got to know your the value of work that deeply reference, how to create your offer. Again, I'm not going to review all of that. But I do want to review this picture in



08:58

offer creation. I have you draw it yourself. Right here. I drew it out. Yay. So an offer just a quick review is made up of what's lying around on your shop room floor. You have more talents, abilities, capacities, then you know, and it makes you above competition. It's not a place of competition, because like it's it's like Jonathan's example is so good. It's such a great example of that. Because Jonathan has lying around his shopping floor, kindness hurt, actually caring about the people that he serves. I mean, that's easy to see even just as he was talking about it, right?



09:32

genuinely wanting to come to partnerships, that is win win win, you know, and he's got skills and abilities and, you know, background in his field and all the things lying around in the showroom floor. And then there's we're not in a place of competition. It's just like that person who's ideally meant to work with you wants to work with you because they're seeking all of that. So know what's laying around in your shop or floor and it's more diverse and bigger than we know like I



10:00

You can't just wait and see all the ones



10:03

like Diane, who didn't own before story freedom, what an amazing sense of adventure you have, and you've jumped out of an airplane before. Cool, I didn't know that about you. There's something in that that is resonating might not be how you decorate the door. But that's a piece of all who you are, know, as long running sharpened for what's the transformation you offer. So you can see that over on the left hand side, right was a transformation you offer. And



10:28

that transformation is just like, in my mom's case, for instance, there it would be like You're bleeding, you need to stop bleeding, I think I can help. It doesn't have to be rocket science, have some ideas of transformation, you're going to learn more about what that is, as you work with people. That's why the arrow really I should have drawn if I knew how arrows that go both ways. Because there's a real person who actually needs your help. And



10:52

and you will know, you will also learn about what's going on when you're shopping for and what that transformation is. Because you're talking to that real life person. You know, like, maybe my mom is thinking, Well, I know how to in that analogy. My mom is thinking, I know what bandaging people up and part of the background is I thought of the spurting blood image came up, because she cut herself horribly when she was a kid. I'm still not my mom, I'm not a nurse. I'm gonna like why did I? Why did she use this analogy? It's not in my notes.



11:21

She cut herself accidentally in blood was spurting out. And you know, if I think this is the way that story went to my grandmother hasn't been around, just drop it because she was just child, she died, right? So my,



11:35

my mom might know, I know how bench people up. She meets a real person. And maybe that person is what is



11:41

a bad analogy, looking him up and dressing it you'll remember, right? What is putting out and then maybe she brings that person is choking you. And she forgot that she knows that as well. And that she bumped into that real person, right? I'm a nurse, a nurse has more things to it than I was thinking. And she stops them choking. She does the Heimlich maneuver, she stops and was just like now I know more about who I am and what I do. We only know that as we bumped into those real people, we will understand more about our transformation was lying around on the shop floor. We can't do it in a vacuum. We need to be bumping into nothing, you know, reaching out to like Dan and that Q tip thing, right? Real life people who give it give us a much better idea of what it is that we're doing.



12:21

One of the things that sometimes I said is maybe you've heard me say it sometimes I say like words matter.



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What you know that words matter? secureness. You nodding there, right? Why do I know that? That's part of what I help people do?



12:34

That's because one of our clients said that to me years ago. Right? Like, right, that's where what we're doing is too close to me, I couldn't see it. So real people who need your help, will help you understand what it is that you do. And then once you know as we're recreate crafting that offer, part of what happens, I added this piece we didn't talk about this offer creation. Now we need the words to say it. You know what the transformation is? We know what's going on, on our showroom floor. You all from I think a virtual retreat or, you know, if you haven't listened

to it yet, if you weren't able to be there live or those lists and the recording later, if you haven't gotten to that piece, they're out on the court yet go listen to it the virtual retreat out there on the court.



13:12

And then you book those calls with people, right, that's the next thing you do. And you go geez, but what do I say to them? And it happens in a real conversation. And I wanted to tell you a little bit about how we find those words to say it makes sense. So that's all that's all sales is. That's That's it. I just keep it simple, right? Well, that makes sense. So far.



13:32

All good. Okay. Let me go back and check once again. What's the next piece that I want to give you? Oh,



13:42

when I do that my screen is doing funny things to me. Let me see. Alright, bear with me here.



13:51

There we go. Quite



13:54

a little bit more space. It's because I keep wanting to see you all across my screen, not just over here on my right hand side, I keep scrolling back and forth.



14:04

So



14:06

any, any confusion about that about that picture? It makes a lot of sense, right? If you want to boil it down to the basics, make it super simple, right? So



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that picture of what you have lying around in your shop room floor, the transformation have real people and you learn more about all that. What allows all that to happen is the words you



say and the words they say to each other in a conversation. And all that involves like,



14:31

outer story like Michelle, what do I and people that's often what they want to know about first, like, I want the words to say it well, what am I supposed to say next? And then what am I supposed to say? And then what am I supposed to say? So there's the outer world story, the things that we're actually going to say and I'll give you we did a great q&a call. Karen had asked a question related to that. So there's some training on



14:50

asking questions that we did a couple of days ago that you'll have access to if you don't yet you'll have access to it by you know next week if you don't ask the questions.



15:00

And we'll make sure resources in any in a way. So, you know you we will have that recording, but it's the



15:07

people want to know what were the words to say. And then what what's the so the the, that's the piece of the story,



15:14

right and the structure destroys itself is crafted like story. And then there's the things that are happening inside us.



15:22

That makes sense. There's the words we're saying there's the words base, they're saying, and then there's the stuff inside us and the stuff inside them. That's the inner story.



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All this stuff is kind of working together. As we're in a strategy session as we're in a conversation, or somebody could leap into our work as they choose.



15:40

Let me just define strategy session here. I just want to throw in a couple definitions. We've I mentioned it in different places. But just so you know how we use language here connection call, that's where you're meeting with somebody and mutually you want to help each other. Maybe you've got your new best friend in the conversation, maybe you're masterminding together, maybe you'll find it you need their work, maybe they'll find out more about your work, and they're going to refer their brother in law, whatever it is, right? So a connection call is mutual help.

 16:05

A strategy session is something different. And so I'm heading toward will be more training next week to a strategy session is where it's more like

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the help goes in one direction.

 16:16

And what you're doing is like Jonathan, when we sat down to have the strategy session, it's you know,

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what is your best next step? So it's not can we mutually help each other, that can happen on another call, it's like, let's put our heads together to figure out what your best next step is. And that person wants that because they know they have some pain in your area. And you sit down and you figure it out together. That's all that's all it is. Right? So connection call is very different from strategy session. And I never will slide from a connection call to a strategy session because there's an agreement. And to me, it's a it's a point of integrity. Some people can do that, and can do it skillfully. But I don't know how to do that. Because Have you ever it's like, it feels like a bait and switch, you know,

 16:59

hey, we meet, hey, we're trying to help each other. And then all of a sudden, somebody's trying to sell somebody something. I don't like that. Right?

 17:05

So to me, it's like, here's the connection, oh, we're mutually help each other out. Sometimes it starts with that. And then you discover in a process that maybe they could really use your help. So then you say, Hey, do you want to come to a connect to strategy session, and you might not

even have us as far as like, hey, I can see that you're struggling with X, whatever your x is.



17:26

Want to meet on a call next week to see what your best next step is? I'll hold space for you.



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And, and Karen, like when we went from connection call to Strategy Session, not long ago. And you still do remember what you said, and this is normal. When I offer that, that strategy session, you thanked me.



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And it was a deep, thank you. Beautiful, thank you for that. Because it's a genuine offer of say Help and Support. Right. So from connection call to strategy sessions. And I'm giving you some



18:04

guidelines for how to hold that strategy session call, connection calls, you've been doing them all your life, I can give you I could teach all day on it. I used to teach half day retreat on it. But I just want to show you you already have those skills, meet with somebody help each other out, you know, do that. You can ask me questions about if you want, but then at the end, they may be going like I can really use more help.



18:25

Jonathan, that happened when we were chatting over dinner, right?



18:29

And the conversation starts heading into place. That is my area where and I'm just there trying to help. I didn't know if we would see each other again, maybe you sit elsewhere for dinner. And you know, but I'm genuinely trying to serve, it always just comes out genuine service like, Hey, this looks like this is going deeper. Would you like to have a call? And then that's that's how it goes. It's just genuine, it's just real. And then in that call, the agreement that you want to have, and it just is a human natural to do so. Do you want me to hold space for your prayer that your best next step? And that's kind of robotically said, you know, I just want you to know that that's the thing that's happening. But like when I talked to Carolyn, I talked to Jonathan, for instance, I talked to many of you, it was just like, wow, x is happening.



19:12

Would you like to have a call where we put our heads together and try to figure out what your best exceptions are, which I did try to figure this out That must hurt. Is this real? in whatever field you're in?

 19:23

And again, not don't ask doesn't supply how does this apply in your area? You might go but we don't do it like that. We do it overseas. We don't do it like that. We apply it to your field. Alright, apply it to your field. It always was right. And then in that conversation, how a strategy session is like what is in a strategy session.

 19:44

All we're doing is genuinely trying to figure out what their best next step is. There's only three possibilities.

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One they're going to get some support in that call and figure it out themselves. And I was I just didn't I just didn't like this the other few

 20:00

weeks ago, and I spent a number of calls with her because she's so as seen in this area, but she wasn't quite ready yet. It didn't think she could hear the way you could yet she will. So I didn't even make an offer. After spending several hours with her, I just sent her away with some things that I would do in her place to help her. And she had tears in her eyes. She said, you've changed my life. I'm going to come back and I'm going to do work with you should you know what the work is? Genuinely helping people. Right? So, Karen, that almost happened, right?

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Like, because of what I knew was going on in your life. And there were a lot of moving parts. Can I tell them what happened?

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You're okay with that. Thank you. I did my best to gently not send Karen away, but send her to later. She's like, wait, wait, wait, Michelle, there's more. You called me back. When we're actually having a conversation in authenticity and really trying to help somebody? And like, wow, there's a lot of moving parts. I'm not sure if this is a time, Karen called me back. Not didn't you know, I mean, cold, like energetically call me back in the same code? Can we go further? I know, I need help. Can we do more? When we're actually trying to help people? It's

just like an ordinary human conversation. I tried to send her to like, well, let's meet again in a few weeks, because we'll see each other in event and then I would see where she's at. And you know, is there space and time to do this, right. And so,



21:23

so again, it's just real life conversation, you're gonna suggest something to them that they can do on their own?



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I suggested that too. Oh, my goodness, I forgot to.



21:34

You guys hear the beeping? Because there's somebody calling in. It's my daughter. And I'm not usually having no, okay, you can't hear



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you did my phone put away.



21:43

Working from a hotel room, okay. It doesn't have to be it doesn't have to be perfect. I want you to notice like the break into teaching here and actually want to underline it. strategy sessions are like that, too.



21:54

It doesn't have to be perfect. Karen, one night, it was just like, it was a hard time for you. And I'm like you want to meet later, you just use a human thing. Let's meet another time when there was so many things pulling, pulling you right. So it doesn't just like was teaching, my daughter's calling doesn't have to be perfect. That conversation, same thing, it doesn't have to be perfect.



22:12

So either you're going to suggest something to them that they can do because they're not ready yet for your work, or they're not quite a match. Or maybe you want to send them to somebody else.

 22:23

Because maybe they're really not your ideal, clients are meaner, they're there. They're not ready. They're not far enough along there. They really want to do it like anybody who wants story scripts, like give me give me 50 pages of fill in the blank scripts. Michelle, I am going to send that person away. I would love for you guys. I would create scripts if you want them. It's easy to do. But it's not how I see the world. I see it like this. Often when people want that. I mean, you guys anything you ask if not you I'm not sure don't don't have an editor about this. But they want a quick fix, you know, like, just tell me the script so I can get that person. And it's not always the case. But sometimes it's that. So I send that person to somebody else who does story work or whatever it is send them over there where they can get help and support actually trying to help them or another person. I spent several hours with him and then send them to one of my colleagues and friends. He needs this work. But he needed that first before he's going to be able to hear for months he sent me thank you notes. Genuinely being that actually is fun and beautiful, right? I've had people send me money for strategy sessions. I didn't ask for it. I've had people spontaneously offer to do a testimonial for me.

 23:27

Karen, you're doing your best. So how can I help you? Right? When you genuinely doing this is so much fun. It's so beautiful, real human interactions, right? So either it's something they can do themselves, or you send them to somewhere else where they can get support, like in the fictional version of my mom, hey, go to the drugstore, send that person gently away. Or like my mom, that person's waiting, you actually offer help.

 23:49

And again, we'll continue this conversation next week, I'll tell you more about how that strategy session goes. I'm just trying to build the framework and give you give you enough, you can go have these conversations right away. You don't have to wait. Do them right now. Do them right now beyond the court. Because as a human being and so heart centered, you already know how to do this. I want you to always know that at the foundation. And then, you know, after certain point where you they're going, wow, there's this and there's this and there's that you and you explore the pain you explore the possibility with them, like what could happen if, wow. And then at the end, you go Do you have any questions? And if they really are your ideal client, sometimes they'll they'll be blown away, because you're actually giving them a vision of what might be possible is different from what their life has been in your area without spin off effects for their lives. Do you have any questions? And sometimes they'll go?

 24:38

No, that was amazing. Because you're just genuinely you're not trying to coach them. You're not trying to coach them. You're just trying to solve that one. Your dog is about trying to solve that one problem with their best next step.

 24:51

11 - 11:55

But sometimes they'll be going like, right oh my goodness, I need to do that thing. Right. I have no idea how to do it. But I need to do that thing and it's right in your area. So they just don't know

25:00

Oh, don't have questions. And if a genuinely it's a person who's in your ideal for your ideal client zone, and they know that they want to solve this thing, you might, you know, sometimes they'll go, yeah, how do I work with you? They'll ask the question.

25:12

Sometimes they'll say, I don't know. And then you can say, well, this thing that we've been talking about, I have an idea. We're looking for your best next step. I have an idea. Would you like to know what that is?

25:24

They say yes. Because they really genuinely want to solve the problem. And then they're asking for your offer. It's an integrity. Can you feel it?

25:31

Asking you to present the offer? And I will, I will, I will let people know what even the offer is. If I don't think it's a match.

25:40

I don't think that it could help them. Why would we talk about it? Send them away with something else? Right.

25:47

Okay, thanks, Karen. Thank you. All right.

25:51

We're coming up to the end of this time. Again, we've got two parts here.

25:55

.....

I just want to give you let me see which piece want to give you before next week, that will empower you the most go and have those conversations.



26:10

Alright, I'm just gonna go through exactly in the order that I've got it here. So we are in the right place. All right.



26:19

As a human being, it's just natural to ask people questions.



26:24

So let's say give me any scenario where you might help a person.



26:28

I'm gonna give me a scenario. So you'll know that this is just genuine and real. Getting a divorce there. They stubbed their toe, they're trying to find a glass of water, they don't know where to like.



26:39

Give me Give me a scenario. Real quick.



26:43

They need some help in some area.



26:53

Oh, I can't think of a funny, alright.



26:57

drugstore, somebody's lost on store and walked I need to get to the drugstore. Like no matter. Thank you. I just want something every day, no matter what it is that they're seeking. They're seeking a transformation. They want to be in the drugstore. And they're not there right now.





 27:14

And is it? And sometimes we get caught up? Like, is it that they want to be in the drugstore? Is that they want directions to the drugstore? Is it that they want to meet a drugstore person and then we spend time, you know, with no with a pen and paper the whole time. And so just get an idea of it. They want to find a drugstore good enough. Right? So well, can you just start coaching and just start helping them? Is it? Well, you know, I know Kim 20 things about drugstores. Let me tell you about the drugstores of the world. And that's what many people think sales is

 27:43

that at all.

 27:45

Wow, you want to get to the drugstore.

 27:50

And maybe you know that there's two different drugstores is one fairly close by but they have almost nothing there. And they're really mean there's another drugstore further away, but it probably hasn't been the person wants? Isn't it natural to ask a question. You want to get to the drugstore? What was a close one nearby but doesn't have anything? What are you looking for?

 28:08

Is it natural to ask questions so that you can help somebody? You're gonna ask questions, so you understand what they need. So you can see if it's a fit. And they go, Well, you know, my uncle runs a drug store nearby. But you know, he's got a warrant out for my arrest or he's trying to kill me and I don't want to go there. Great, you know, you would have sent them there.

 28:28

Great, don't go left.

 28:31

There's two drugstores in that direction. But one of them closes in 15 minutes. Do you have a car

 28:40

that you can get there? They have the best prices? No, I don't have a car and I don't care about price. Great. Well then go to this one. Right? You have to ask questions. And it's natural to you to find out what's going on with them. Know your ideal client know the transformation you offer? Right? The transmission that you offer is your drugstore specialist. Human real, you know, and know who that person is. It's not the person who comes up to us is like I wanted to rob a drugstore. You know, we please tell me the closest one. You try not to answer the question you try gently to send them away you

 29:16

this stuff is so human and so real. When we when we approach it like this, I just want you to know you already know. And again, I'll keep giving more support. So you get how this works. All right.

 29:26

We're just coming up to the top of the hour. So I'm going to this is as I say this is part one of so the story will continue next time with you know, we'll give you some help with the questions that you ask and the kinds of questions you can ask and you know how to help them go from pain into hope into into, you know, being ready to hear and even asking for your offer. I can give you more instructions about that. But don't wait. Don't wait. Just have the calls. If you attend strategy sessions

 30:00

Between now next week, you're gonna be asking different questions. And you'll be hearing at a different level. Does that make sense? Well, there have the conversation as a human being you already know how Yvonne was already selling. But she wasn't she was just sitting beside that person and seeing what they needed.

 30:15

Go and do this be on the Court this week, be on the court tomorrow, see how many play a game and see how many of these conversations you can have till next week, the worst that will happen is you'll help some people along the way, they'll find out that they don't need work in your area. They're looking for a lost dog. Oh, well, you've gained experience in this kind of conversation, right? So more support coming up next week.

 30:39

And

 30:42

just know that with everything you've got already, you can do this. You are so heart centered. And there's people who need you this week, why would you wait? Are there with pain like that person in the street? Would you go? Well, I want like 10 more pieces of information like I might with my mom go, I need their name, address and phone number otherwise, you know, maybe I won't know where to send them after a bandage them up? No, she would just go in there and offer. And the next time around, she would go oh, maybe next time I'll carry my neck kit with me. It'll be even faster. I just ripped to the bottom of their shirt and tied it up. Does that make sense? She's not going to wait to offer it because they're there in the street. And if you don't think that there are people there in the street who need your work, you don't know the value of your own work yet.

 31:27

Every single one of you you're talented, you're resourceful. You do such heart centered work. People need your work just like that person the story with like the fictional story about my mom.

 31:36

Go out and make offers, it's okay to make mistakes. You want to work with heart centered people and heart centered people will be happy on the journey with you. The kind and caring is going to be okay. So we're gonna end this call one on one inspired action. And, and if you need to leave, because I know we're now at the top of the hour. No worries, of course, you'll have this recording. And I will see you next week. Also, just reminder, office hours tomorrow morning, we stay on Slack. We only just went to zoom with me if needed. We get to practice like the one sentence question.

 32:08

Because it helps you focus. That's what I need. And it'll help you formulate those questions for people to to hone in on what they need, when you know what you need. Right. So it's going to be helpful skill to learn to continue to learn the office hours. Alright, one to one introduction to take its own. Diane, you're in the upper left hand corner, you're up first, if you need to go before you get a chance to do this, go and listen to them. I love these hearts like oh, that's what people heard. And to learn things from what you might not have heard that they pulled out of what we did today. Dan, one, one inspired action.

 32:38

My heart is sales comes from the heart

 32:43

to help the best that we possibly can with someone that was in pain. Yeah, if you only got that piece, you can already do it.



32:52

And then you're inspired action. I've got two more people to call today.



32:57

Yeah, fantastic. So much more fun to do it when we know that it's a skill that you naturally have, and we can hone it. So we can do a better and better job so we can help people more. But you already know. Thank you, Diane, beautiful Annamaria.



33:16

I really love how you say that sales can be very simple,



33:23

really by deep listening, and asking questions. So my inspire action is I'm going to practice asking questions to, to the people that I work with.



33:38

Brilliant, beautiful question asking is a skill. And we said we have a little training for you on asking hard questions. We haven't done that yet. But you guys have already been asking such great questions. I just wanted to let you give you a space to ask questions, ask questions and so on. But, yes, it's a skill that we can practice to fantastic thing to do. What a great way both to be on the court. Find out what your clients actually want and need to and then and then be better prepare for next week. Don't wait till next week. Be on the court be on the court. Just do it just



34:09

Annamaria Thank you, Heidi, you're up next.



34:13

I love that holding space is sales.



34:19

It felt good.



34:21

Yes. used car salesman over here. Ivana over here. I always have that in my mind. Like, oh, we're not doing that. You know, like this is this. That's what it is. It's so beautiful. y'all. Y'all can do this. And then how do you inspire to action? There's some of them going to ask some questions, too.



34:37

Good. Yes. All right. Thank you love it, Jonathan.



34:44

Oh, and



34:46

there we go. Yeah, my aha moment is



34:51

embracing the idea that sales is not a bad word. It's a great word. It's



34:57

a refreshing sailor. Embrace.



35:00

Say, good sales are good. So that's what I'm really psyched about as my aha. And then as a follow up action, beyond just emailing a lot of my clients that I'm leaving tomorrow, I'm going to make a point of calling two or three of them, and setting up a lunch meeting with them next week.



35:22

Brilliant, brilliant adaptation. This is a connection call. And it can actually cause they're fun. You don't know where they're gonna leave, maybe you're gonna end up meeting their daughter in law and going golfing. I don't know.





35:34

Or maybe sometimes you're gonna hear that they have pain in your area, and, you know, being open to possibilities. And who knows where that could lead in a real and genuine heartfelt way. So much fun. So easy. That's how it's meant to be. Yeah. Beautiful. Jonathan, thank you for that. Currently.



35:53

I think it'd be your heart is it I actually have a lot of fun with sales. And I don't think I realized that before was we're starting to break things down. And



36:02

and action item is that I hearing Jonathan, talking about reaching out to past clients, I'm going to start doing some of that, again, as well. It's been a long time since I've done that.



36:16

brilliant and beautiful. And when you know that it comes from that heart centered place, and just being wanting to serve, wanting to share wanting to help, because it's how we just be in the world. It's so easy. So fun and great way to live, currently. Thank you, Karen.



36:35

My aha, I think is there many, but probably just about being present with my listening skills in the strategy calls. And just leaning into that, that comfort that I have the list of the deep listening, and I do I know that I do. And then they look at you owning it. Look at you owning it. I love that. Yes, yes. And yes, thank you.



37:01

And then my action is I'm creating a list of all calm and listed 100 Maybe List of 100 people that my list of people to call, and I'm prioritizing it. So I'm working on that



37:13

brilliant thing. Already.



37:17

Isn't that great? When we the thing that stops is about So because we think it's something other than what it is. We understand what it is it comes so naturally to everybody. And then we just take the actions and the actions that are hard. It's the mind that says it's something other

because of what we've encountered. But then once we release it, it's just easy and fun. All right, awesome. Awesome. We're going to end officially, but I'm going to stay here with Karen, I'm going to talk about that in a second. Because Karen, this is going to benefit everybody. So we'll stay on the call for that. If that works for you. So in this recording, if anybody wants to stay. Can we can talk about that with everybody right so that others can benefit. She has a question about sales. So all officially and right now and hers. It's a timely question. So I said it was a little longer to answer that question. So all officially in this portion. And if you've got to go obviously, we're already applied to after. Thank you so much for being here. Can't wait to see you in office hours and put in q&a calls and lots of places to



38:10

step by step move your business and your life forward. So thank you for coming. Thank judge offices. What a fantastic meeting. Thanks all so beautiful. See you next time. Thank you. Thank you. Oh,