

2022_08_02 - Sales as a Story part 3

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00:00

So it is August 2 2022. This is our sales Story Part three key tips on sales. Super excited to dive in. We're doing some people I've worked on stage two in the last little while and we're going to start just with a brief meditation. So often we start with show Boston and I just want to take just a couple of minutes again so much I want to share with you today. So here you can, you don't need to go camera off, you can just take a moment seated where you are, have your feet on the floor mine weren't so feet on the floor so that you're grounded and sit in a place where the heart center is open. And it's a good idea yes, if you wear glasses to take them off, it helps that inward journey and then just close your eyes



00:49

feel the breath



00:56

Have you stopped to notice your breath at all yet



00:58

today I did but it was already hours ago. To be here be present feel grounded through the touch of the feet on the floor through the sit bones on the chair through the arms resting on the thighs or on supports beside you arm chair grounded and from that grounding lift to the sky. The spine be erect not leaning forward or back but right center here now in this moment feel the spaciousness of the brown



02:16

feel ease in this moment quietness in your heart center and as you gently watch the breath, the inhalation the exhalation. Just let go of whatever came before.



02:46

It's past now let it go. Let go of expectations of what's to come even with the next breath or the rest of your day or week let it go. It's not here yet. be pressed there'll be just the hint of a smile just the outer corners of the mouth and just see what that changes. Does that change how you're being in this moment? Just the faintest hint of a smile



03:48

relax the tongue relax the cheeks and jaw the forehead be smooth, smooth like butter take this time for yourself knowing that the can you whatever quietness you felt in this moment in these moments together. Now that it's accessible to you always. It's here with each breath. Each breath you take each breath you receive. It's here. Quiet. Ease groundedness connectedness open heart And then slowly, slowly opening your eyes so fun



05:22

I close my eyes open my eyes more of you are here. So cool. So I'd love to jump right in today with winds. What's opening for you now? What do you want to share? What do you want to celebrate? It's really good to have a habit of sharing wins and celebration and knowing no matter what is happening, there are always wins big ones, small ones, momentary ones. What's happened to this week? What's happened in the last year that you're still celebrating? We would like to share first.



05:57

Yeah, John, thank you.



05:59

So last Friday was my last day, as you know. Yeah, it was fantastic. Yeah, so I was lucky enough to be able to walk out of there with a project already kind of in hand. So I've got a year I've got a project that's partially sort of taking us negotiated taking some fee away from my old company there, they were comfortable with that they wanted to make it happy. I wanted to make it happy. clients happy. So I've got that under underway. And I've made an announcement on LinkedIn. And I've had hundreds of people emailing me saying this is so cool. So it's, it's been great. It's really fantastic. So last two days, I've honestly been spending most of my time, replying back on LinkedIn saying, Thank you so much for your split, I really appreciate it, stuff like that. So it's been really, really great. It's been really validating for me, and, you know, still scary, still good. You know, talking with insurance, getting liability insurance, this, that and the other, so I'm still getting it all done. It's all big kind of scary stuff for me, but it's happening. So it's great.



07:14

Jonathan, that's so so great. I'm so happy for you. I'm so proud of you. And look how the universe is like wanting to give you things wanting to give you things it's just, we just have to catch up. Right? I was I forget the numbers. Nine years and then 19 years, I've got a close right? Total of 19 years. 19 Yeah, cuz there was another decision point to 11 years later, that was just 19 years, right? After 19 years. And then what did you did you actually say hundreds of messages.

 07:45

i Yeah, hundreds, literally hundreds of messages that I've been getting from from, you know, people that I've met in the industry as well, as people that I've known, you know, socially that are, you know, just friends who, you know, in some of them, our friends are asking, Hey, what types of projects will you work on? Will you be interested work on this with me and this, that the other. So it's been great, really great.

 08:12


And there's all kinds of reasons that we have to wait and I get it, you know, when things happen, and then this, and then life passes by, but I'm like, I'm so happy for you. You did it here doing it. You look at the universe just jumping in to support you. It's so so good. We love it. Thank you for that. Yes, yes, yes. Let's hear one more when there's something they'd like to share. They'd win small win this breath this month, this week. Mary Kay, thank you. And then Heidi.

 08:39

Why when is I'm riding my young horse. This is been a project for quite a while. And the way he's responding. It's like, it's like validating what I do. I'm glad I waited. It's Yes.

 09:01

It's so good. And I can I can feel it in how you were saying it to you. Right? It's just in every cell. It's in every cell of you how beautiful that is, how wonderful that is how it's, you know, right timing, right alignment, and just the joy at the center of your work to write that like that's so right in the heart of like it's, it's deeply connecting with the heart of what you do. Beautiful, beautiful, and so we're so happy for you. Yay. Thank you for sharing. Heidi.

 09:38

Um, my win is that some argument contrast had come up and I was quite upset and angry and my win is that I chose not to be a screaming meanie and chose to to stay calm. And

 10:05

consider



10:06

before I spoke and figured out at least a next step to resolve something that has to be addressed. Calmly.



10:23

You know, what you're saying here is so huge. And sometimes, you know, it's easy when it's easy, but what do we do when we bump into stuff, right? We bump into stuff and this is this is, it sounds like a big bump for you definitely bumped into stuff and, and in actually knowing that at this boat space at that time you, you have the choice, you get to choose your story, you, I don't know all the details, but you may have saved yourself six months of grief, you may have saved yourself things that you can't ever take back, you may have saved, you know, so much of being on the path, knowing and also just knowing that not just saving you from that, but but knowing who you are, and deciding who you are. Well, that's who I am.



11:08

And that carries into



11:09

all the rest of your life. Your life, your company, everything's so beautiful. That might have been allowed. That was hurt by my mic. I was just opening up some bubbly water. Sorry about that, guys. it beautiful. Thank you so much. Love, love, love hearing you students. Alright, anything else bubbling up so much wanting to be shared before we jump in? Anything else?



11:26

Good to go for now. Okay, thank you.



11:30

So this is our I'm calling it sales a story part three. So we did part one in part two. So that's the story part three key tips on sales. So as you know, sales, it's a stepping into your big self sales and offers and we could hear it so much of what Jonathan was sharing, right? It's the energy of it, like who and sometimes it's the waiting for a minute to do we make that phone call. Sometimes it's you know, yours in the in the making, but whatever it is, we can choose now. We can choose now to step in, to step into our big cells and our big cells that's knowing that, you know, knowing you have something deep and beautiful to offer, knowing that people out there really are wanting and needing the thing that you do that only you do. Knowing that now is the time to do it. And so this again, it's sales a strange, part three. So it builds on what we've

been doing previously builds on a high ticket virtual retreat as well, from last month, so says the story part three key tips on sales. And because it was implementation last week, last week, I feel like I haven't seen you in years. It hasn't been that well, I'm really objectively, but it feels like it's been years. So I wanted to kind of gather the threads. Go back and listen to sales The Story Part One and Part Two, I can't recreate it in a couple minutes, we would just have to do the whole thing again, right? We're not going to do that. Well, I want to remind us where we've been because it's been a couple of weeks, since the sales The Story Part, Part Two, and you may have forgotten some pieces or depending on the energy that you're you've come with. And so, and Jonathan and Heidi right beside each other on my on my screen and your you know, your represent, you know two places where you could be Jonathan's like, I'm really excited, I'm scared to but I'm really excited. And I'm actually Mary Kay to just I'm enjoy in you know, this, this moment of being and Heidi is like, wow, stuff came up, but I'm getting through it. So wherever you are, let's gather the threads and gather the energy and remind you of some of the places that we've been, so that we can jump off from there and make sense. All right. So just know that wherever you're entering, like I mentioned about Jonathan in it, wherever you're mentioned, wherever you're entering into the conversation today, all



13:41

as well. All as well.



13:45

And you're going to bump into stuff. It's just like and so you're bumping into stuff. Well par for the course. Right? And I think of again, Jonathan, Nick, how many things did you bump into before you made this decision and actually did it? We bump into stuff on Route. And then sometimes then once we're there, like John is like, wow, you've done it feels so good. It's like, oh, let's just do it. We're here right now we only have now let's just do it. Let's just jump in. Right? So about sales. First off, sales is not a dirty word. Right. And so we did a lot of making friends with that word. And if you don't, if you still have trouble with that word, we can call it something different if you want, but then it means that you can say, you know, allowing somebody to step in, that's how I think of it. It's like making an offer in the area that I am whatever you call it. I love making friends though, with the word sales. Because if you you know, then when you bump into some sales training, when somebody is making an offer, somebody else is selling, you'll go wow, cool. There's stuff to learn here, you know, so that so that you make friends with that right? And sometimes when people think about sales, they want techniques and tactics and scripts.



14:57

You probably have wanted that Have I wondered that



15:01

ever? Probably Probably I don't remember, but maybe I did at some point, right? Like, tell me exactly what to say fill in the blank and so on, right. And I'm not saying that these things can't be useful. And I've got a few, you know, sentences that might help you. I've got some, if you

be useful. And I've got a few, you know, sentences that might help you. I've got some, if you were asked me for a script, I'll produce it for you, you could probably Google it. But it's not how it really happens. In my books, the way I think about sales, that's not what really matters. And what I wanted to underline from what we did a lot of in sales A Story Part Two, two weeks ago today is that as heart centered entrepreneurs as amazing, heart centered human beings, because you wouldn't be listening to my words, if that wasn't, you know, that's everybody here, here, right now, I know, that's everybody listening on the recording. I am the gatekeeper of this community, if I was functioning as a keeper as well, so it's Risa is Amy. Just like, if you're here, you have a heart of gold, I know you do. And you've got something profound to give the world and as a heart centered entrepreneur, you already know a lot about sales. That's the deepest message that I want to share with you. That's from the sales story. Part Two, you already know so much about sales. So the analogy that I gave a couple of weeks ago, sales just are part two, part two, my mom was a nurse. And you know, if she walked up into somebody in the street, and they were lying there bleeding, what's she gonna do? She's gonna help them. It's natural to us as human being and it's as human beings, especially for heart centered as some people might walk on by it's not that's not you, right? So he'd you'd want to help, she would help. She was a nurse. And she would know the deeper value of her offer. If somebody's there bleeding out, wow, that person's gonna die. If I don't go help them. There wouldn't be anything. And I was like, wow, you know, because we think about sales like that offense, like, should I help? Should I not? Am I being pushy? It's like, No, when we have the, when we understand what it truly is, then we're doing it because there's a person that needs our help that much.



17:05

You know, well, you know, but my work, then I'm going to literally die. What's going to happen to their life?



17:12

Do you know the priceless value of your gift? If you don't, sales might be hard sales, maybe tactic sales might be Oh, my goodness, it's hard to reach out or whatever it is. But when you think of that analogy about my mum, and the person bleeding in the street and use heart centered entrepreneur, then what if you make a mistake? What if she comes up and says their name, she thinks that Sally in the street, and she accidentally and it's actually Susie, and she's going to be mortified that she got the wrong name is she going to be worried that she made a mistake? Is she going to be worried about you know whether she rips their shirt in order to put the turkey and maybe she didn't rip it perfectly? Like, she's not gonna care.



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She's just gonna freakin do it, because that person is hurting and they need help. And as hurt centered entrepreneur, you were perfectly positioned to do that.



17:56

And as I say, you need to know the value of your work deeply. There wouldn't be any question my mum walks up to somebody in the street, they're bleeding. Do you know what that deeply?

Do? You get up in the morning and go like, there's people on the planet right here right now that if I'm not helping them, their day is going differently, their month is going differently, their life is going differently? And when's my time to reach out to them now? It should feel like that. It's deeply in service. That's what sales that's what it means to me. And so what's really important about sales is listening, and really trying to help people. So how do we do that? We ask them questions, we find out what's wrong, we see how we can help them. And here I want to switch the analogy and in talking about this last time, but you know, I haven't done CPR in a long, long time, but I certified and recertified and did weekend courses many years ago. So I don't know if you've done learn CPR before. But you know, one of the things that you do and Diana, you're nodding you know what the very first thing you do is assess. Well, is this person just having a nap? I'm not going to start like thumping on their chest. And maybe they're just having a nap is one of the things they teach in CPR training, right? Hey, are you okay? And I don't remember all those many years ago now. But you know, talking to them and both their ears, maybe they're deaf in one ear? Right? Are you okay? And let me see, are they breathing there we see are you know, it's a hard beating right before we start something on their chest. So sales, it's no different than that. We asked them in this case, we asked them questions. Maybe my mom thought somebody is bleeding out, but she actually walked into the set of a Hollywood movie, and they got to catch up or whatever they use all over them, right. So she's cute. We're gonna assess and the way we assess this by by listening, we ask them questions, we find out what's going on. We find out what's wrong and then we see if we can help them you are so equipped to do this. And what makes a great salesperson I didn't ask him if I can use this method using this analogy for quite a while. So if I just for those just seeing me right now if I just winked and smiled. I take that as a yes, right. So what makes a great salesperson and I might model is like Yvonne and the used car salesperson. That's my model. I know not all use car salesperson or bad people are wrong, but I mean are stereotyped version of it. And I actually met one of those months. Some great used car salesman, but our idea that we have is often comes from that. That's our stereotype version. So you know, what makes a good salesperson? Well, the used car salesperson is, you know, trying to push something doesn't care if that, you know, in a stereotypical version, that's and that's what we worry about that we're going to be that you're going to push something on somebody trying to get something from nothing or whatever, you can't even do that. If you try it. It's not used to stop worrying about it. Right? It's not you. And my model for sales. Let's Yvonne and I remembered watching her years ago, and she did it more than once. But I think of this one iconic moment. And she sat with one of our alumni for hours of her own accord. She was here as a student, just to hold space for him to see what was it that he wanted to do. And she wasn't attached to what decision he made just just committed, that he would make a decision for himself so his life could move forward. That's what sales is. And then you heard on SR a part two, thank you for that. Yvonne. It was hilarious. I'm like, Yeah, even still. And so I was like, I'm not a salesperson, I don't do sales, right. So one of the reasons I wanted Yvonne on my team, she didn't think of herself first. So the sales person has some people who do are great at sales, right? But with Yvonne, it was just like, I just hold space for people, she can't help herself. And you as a heart centered person, as a heart centered human being that's who you are, you are so equipped for it, you bet like you've on it, like, almost feels like you are completely equipped to do this. And so just some of the mindset shift that we went with that we talked about a couple of weeks ago, how to think about sales sales. To me, it's a greatest service. Often we get this used car salesperson idea, we think we're pushing something on somebody or whatever it is, it's all messed up, right? It's a disservice not to make an offer when somebody is in your ideal client zone. Think about my mom, that's a great analogy, right? Hey, would you like me to stop that bleeding? There's gonna be so urgent she's going to jump right in. And there's a step when we're an entrepreneur. Would you like to do this together, right. But it's a disservice not to

make an offer. My mom walked on by man, that's, that's not what a heart centered person does. It's the greatest service because you're holding space for somebody at their point of decision where they could change their lives.



22:30

Jonathan, can I share with them something that you sent me? Probably in Slack. I can't remember what was a text or something recently about the work that we're doing here. Would that be all right? Yeah. Thank you. I really appreciate it. So. So it's a disservice not to make an offer. I'm Jonathan, I'm so happy for you. I'm so proud of you. And I can't remember exactly how you put it. But it was something like it's already been worth the investment as investment multiple times over for having made this even this one decision was a nightmare. 19 years in the making, is utterly life changing. When if I'd met Jonathan, I go like, well, I'm you know, I think maybe we could maybe we could do some work. Maybe we don't. But no, I don't want to post No, but you know, it's like, it's a disservice not to. It's a disservice not to thank you for that permission, Jonathan, appreciate it. So it's not some technique or tactic like the way Jonathan I know we can we can astray decision can come from somewhere, you're chatting over dinner at a yoga retreat. You can meet the people that you're meant to serve all over the place. Don't think that you can't. That wasn't even my intention. I was there resting myself after a while that happened. But somebody needs help. It's like my mom in the street, we're not going to know help. Right? So it's, it's not some strategy, technique tactic. It's just real conversations with real people. And it's about listening. Often we go, but I don't know what to say. I don't know what I'm supposed to say. I don't know if I've got my offer. Right. And if you're thinking those things, it means the focus is in yes, we need something of that. But that's like point 1% Or something small bar. Ah, it's maybe a little more than that. But I don't know what percentage is. It's not where I want your attention. It's all about the listening. It's all about the listening. And, you know, some most of you, and probably all of you know, the last chapter of my PhD dissertation was called listening differently. I worked on and wanting to understand how we listen, because I think as a culture, we don't listen well, that you being heart centered, you have that capacity. And then it's a skill that we can also develop, right? But it's really about listening. And so again, these are some places we've been, but you might have forgotten some of this. And I want to pull it together too, because in the pull together form, you experience it differently than we went through it when we went through it with some other details. In Salesforce, part one and two. So then we have a conversation with somebody we call it a strategy session. The Strategy Session is when somebody is entering in trying to find their best best next step with you somewhere in your area. This is a conversation that has a very specific focus. It's not just Calling for coffee. I didn't have a strategy session with Jonathan, while we're having dinner. I just tried to help. And then it's like, wow, do you want to see if we can strategize together and see if we can figure out your best next step is with this pain that we see that is in my area. Right. And so it's a natural, natural thing. And when we sit down for this strategy session, we're going to say more about that today how that conversation goes. Because sometimes we have a lot of fear about that. I don't know what I'm supposed to say, I don't know I'm supposed to offer so I'm not ready yet. You're ready. Each one of you listening to my voice, you can go out and make this offer to somebody can have this conversation this afternoon. with somebody that you already know, most likely, and if not, then it's somebody that knows somebody you know, you don't have to do cold calling. Alright. So what's this conversation shaped like? So if we sit down to have a conversation with somebody that's called strategy session, or some people call it a discovery call, you can call it whatever you want. Here, I'll use the language strategy session, right? Don't write yourself off. If you use different language, everyone does this. Because somebody, you know, for doing high ticket work, we have a real conversation with a

real person. Everyone is doing this right? In their companies. So what is that strategy session shaped like? Without going into a lot of detail here, I just wanted to underline we haven't talked too too much about this yet. But it's shaped like a story. Why? Well, because everything was shaped like a story really, right? Somebody a story has a desire, right? Somebody wants something, there's something, here's how the story goes, essentially, the story, somebody wants something, there's something in the way, it actually gets worse, until they have to come, they come to a crisis or a decision. And they actually move into a new world. Because of that. You can think of any movie you've seen, you can think of Star Wars you can think of if a new Star Wars Princess Bride is



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like, that's the shape.



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Luke ends up in a totally different world. By the end, he bumps into stuff along the way, he has something he really wants, because that's the shape of story. That's the shape of his strategy session as well. When we know that man, you have the keys to the kingdom, you don't know how much you have keys to the kingdom yet. Am I telling you this? Right? So there's desire again, in the language of story, there's pain and obstacles, there is hope. And then we move into a new world. I think, in fact, some of the Star Wars heard some of the movies even named that story structure, right? So somebody wants something, there's something in the way, that pain actually gets worse, pain starts to turn to hope. And then they enter into new world. How this works in a strategy session, somebody's coming to you, and they really want something. But there's something that's blocking it, you have a conversation with them to find out what their pain is, it you're not making it worse when you talk to them about it. That's a mistake we often make. This is going beyond review. I'm teaching some new stuff here. But I outlined it a little bit last time, I want to teach a little bit more about the structure of strategy sessions, right? You're not making it worse. Sometimes we want to ask them questions, because we don't want to cause pain, the pain is already in them. This may be their first safe place to actually acknowledge it, actually have a human being who cares actually listened to it and try to figure out what to do. It's such a heart centered thing to do, right? So they come to you, they want something, there's something in the way. And as you dive deeper into the pain, they start to realize it's more than maybe they were thinking because maybe they don't want to look at it. Maybe it's really been painful. Maybe it's been many years, right? So you start to



28:28

open that up. And pain eventually starts to turn to hope. That's the wow,



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I have permission to tell you this story. I'm going to tell you, I'm going to seek forgiveness afterwards. My daughter is very private. But she also trusts me. And trust has been earned over many, many years. Right? So yesterday, she had an accident with her computer and she

thought her computer was destroyed. And she had a Yeah, I saw your eyes Heidi. Right. And and she had an assignment, a big assignment that was due right afterwards. She was, you know, so pain. I came and I actually left a meeting to go help her. Because it's like, oh my goodness, can we save her? It's like a multi \$1,000 computer and the assignment is due and so on. So she was in immediate pain. The structure was there was like a little mini Strategy Session. Hey, what's the pain? How can I help? And then it's deeper. It's like, oh, no, she because she was getting to a place because we do this, like, everything's gonna go wrong. And I won't get the assignment, Dan and my computer's probably destroyed and then what? Right and then we find a solution and and it starts to turn to hope maybe maybe we can mop up the thing that fills you know, spilled all over it. Maybe we can, you know, get and we start brainstorming and her dad's luckily her dad's a computer engineer. We bring him over and they took apart the computer and you know so so that's strategy sessions have that same structure. Not creating pain when I go say Hey, what's wrong? I'm trying to help with the solution. Hey, I'm up what felt spells spilled all over the floor or mop up the computer. Let's see if your computer We'll still run and so on, right? So so and eventually it'll start to return to hope. It's like maybe I can get, maybe I can still get the assignment in. Maybe I can use a different computer computer. Maybe it's actually going to run Oh, no, it didn't start running. Maybe it's just rebooting. So pain starts to turn to hope you see, it's like natural as a human being that a conversation does that story is hardwired into us. And then I actually have it later in my notes, but I'm going to put it right in here. And I mentioned I talked about this last time, don't pounce. Like, imagine if we went when my daughter, is there a real life situation right, yesterday? And I say, great. I can you know, she's starting to go, maybe we'll be able to fix it. Maybe just you know, she's just in that moment. Like, maybe it's gonna be okay. Maybe it's an ago? Yes. And I'll fix it. I've got my 123 programs, that will be \$67, please. Or \$600 million. Right? Oh, don't pounce like that person feels jumped on. Because that you were trying to help me. You're just jumping on me even though the conversation they know, may lead to an offer, right? Just let them be there in the hope together. Maybe we can fix this. Maybe we can. Right. And there wasn't in that case, it wasn't payment for me. But But if there had been it might have been, you know, yes, of course. And she she could have turned to this didn't happen. But she could turn to maybe we can mop it up maybe can work. Mom, I know you were supposed to be in a meeting. I'm so sorry. I could have asked for payment at that place. Right. I could have. I could have said, Listen, I'm happy to have helped you. And I can continue helping you. But will you make dinner tonight? You know, it was just normal to us as human beings? I didn't do



31:39

that. But I could have. She would have been of course.



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Are you kidding me? You owe me so much. Yes, thank you. That's the normal structure of a strategy session. If this is making sense that this is something that is innate in you, that is not foreign. That is a structural story, that you've done conversations like this before in your everyday world, raise your hand and trying to demystify this. Yeah. Lots of hands going up and nods around the room. Okay, good. Yes. Thank you. That's 100%



32:05

All right. So um,

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and then you enter into new worlds. She's like, wow, computers can it's not just that our computer got fixed. It's that I have helped both my dad and my mom or it reaffirms something for our here, right, right on hand to help out. I'm loved I'm cared for. They rushed in when they were supposed to be somewhere else. I must be an important to get with like, what happened inside my daughter yesterday. She knows she's loved. But in the moment, she knew it even more. And it's like, well, computers can be taken apart. I'm in computer science right now. I know that it's not, you know, things won't just fall apart. It's going to be okay, it's going to be fixable. These are some of the benefits that happened to her. And the very same as Strategy Session. It's not just fixed computer.

 32:52

People are gaining so much

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more than that, no matter what your area is just like, well, the computer is broken now is fixed. Isn't that what it's about? Not at all. They didn't have lice, and now they have lice. They need a better energy I did Reiki now they're good. So much more is happening, that new world they enter into, and they enter into the new world with their decision to invest.

 33:14

Right, it's like, oh, I can do this. And then once they start to work with you in whatever form that is, for you, there's a whole other story that begins, right. And there's a whole other, you know, journey and the story, you know, there's pain, there's hope there's an obstacle, etc. Because we that's how we live our lives.

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All right? making sense so far, jot down your biggest aha.

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And finishing up that last sentence, I know I just gave you a second, I just wanted to give you a second to collect your thoughts, taking that reading to a place where you can and I think it's a great idea to come back to it later. And let's hear one or two of these. Aha. So I want to hear what you're hearing so far. And just empty the room a little bit because I want to pour more in. Right. So if the other room a little bit what what did you hear today for you because that's the

deepest dive that I've given here for you in terms of the structure of the strategy session. It's not rocket science. There's details to it. We can learn more and more and more about it. It's like playing the piano you can play the first day and then there's more but there's a lot you can run with what I just gave you, Diane, thank you.

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I think the biggest thing that struck me was, you know hold space for them and Yeah, don't pounce on them with your offer.

 35:02

Right? Thank you for hearing it is crucial. It's one of the biggest. Both of those are big mistakes that people make. It's like, let me just, you know, this is the used car salesman version. And again, I'm not trying to diss use car salesmen. It's just that we have that idea in our heads, maybe I need another phrase, and are really great used car salesman will try to say, Oh, the worst, worst, say the worst, I guess. The stereotype that we have about sales that we're imposing, or whatever it is, it's because we forget those things are holding space for real human being. Not to pounce on them to actually hold space like a human being. And then it's going to be natural. It's like if, if this is the hope, but they don't know how to get there. They need your stuff. If they're the right client or the right potential client.

 35:53

Well, it could be like that, it could be like that. It could be like that. It could be like that.

 35:58

And imagine it's like the moment before we start, it's like a millisecond when it's a computer that has stuff spilled all over it right? Gooey, icky stuff, right? But it would be like, Hey, we could do this. Well, do you want to do it? Let's go do it. With the computer, it's just a millisecond. But, you know, we hold space, it's like, wow, maybe we can swap up this mess. Maybe it's going to be okay. Well, do you have any questions? Yeah. How do we do that? It's natural for them to ask when they're the right person, right. And if they don't, and I talked about that a little bit last time, well, then, sometimes they're just like, wow, because it's not a computer right in the moment. And they're just, they're blown away by the vision.

 36:39

Any questions? No,

 36:39

thank you. And they would they would go away. Somebody would have gone away that mom's ...

like, Well, do you want to see how we might do this? Yes, yes, yes. Right. What is the right person? All right.



36:49

Let's see one more. Aha. Love that



36:51

day. And that is beautiful. Hold space. Don't pounce. Yep. Mary Kay, thank you. This has been



36:56

a hot from before, but I heard it differently. So it's a disservice not to make an offer. And I hear it differently too, because I'm giving to my clients and loving presence workshop on Friday. And it would be a disservice not not to give them the exercises and the full, the full part of it.



37:20

Thank you.



37:21

This service not to is like we're here on the planet to serve and support each other. And and that's the fun on the journey to be together with people who are uplifters on the planet, right? And so the service not to us, like why not help? Why not support? Why not, you know, offer offer more and even, you know, we can. And America I love what you said. And also we can extend that to sometimes when you mentioned workshop, it's like we sometimes you've you've been to a workshop, and then you go, wow, I really liked that. But I have no idea how to get more, and



37:52

I want more. But it looks like it ends here,



37:56

disservice not to, it's not for everybody, but for the right people that have that opportunity to step forward. So thank you for underlining that and the different contexts that you can use that with to make use of that. All right, anything else bubbling up wanting to be said?



38:11

38:11

Yeah, Heidi, thank you.

38:16

There's a premise with all this, though, that we pay for services that we receive. And that's, that's true. That's fair of most things. There are though, things that the society does not expect payment. And I think I am in a gray area where people assume that support is free, and to stand up and it's not black and white, fix my computer, and I pay you helped me understand my horse better. And I'll pay you if it's I'll support you when you have an autistic kid. And there are governmental things that say they do that. To stand there and say, Wait, I'm different from that from your neighbor, your mother in law, whatever. You've heard me express this before.

39:27

I have an

39:29

alarm going off in my head of asking for money for that.

39:36

Yeah. So thank you for this. I love this question Heidi and first off, when we have an alarm going off about asking for money, your editor is in there somewhere. That's the first thing I want to say this first and foremost, because it's simply an energetic exchange. That's all it is. It's if things are always only going out and nothing's coming back. We burn out. Right so it's natural and normal that that that value circulates in our culture. And the way we happen to do that is with money. So first, I want to underline that that's natural and normal. It's just like, give and take in the circulation of value in our culture. Again, we just happen to use money, right? And then the second thing is, think about it. You I bet you could go to a university campus right now. Find some free tutoring to help you with your words.

40:31

I bet you could,

40:33

if not free, probably next to free. There's a bunch of starving English students who want experience and will put it on the resume? Why didn't y'all do that? You can google pretty well, everything. You can Google, just because we talked about, just think about you, Jonathan, you know, you can probably



40:58

Google a lot about lighting, you can go do it yourself. Why not do that? It would be free.



41:08

Then why are all those people reaching out to Jonathan? Right? They are not the same thing. It's not the same thing. It's not the same thing. It's not the same thing. And that what that has to deal with is really knowing the value, the priceless value of what you're doing, when those questions are coming up. The where the editors sitting is not knowing the value of what you do. And on the one hand, Heidi, I know you know it. On the other hand, you don't know



41:41

at all. And that's where it is. When you know



41:51

the priceless value of what you do, it's it's like my mom walking up to the person in the street. And it doesn't really matter what's happening down the street. It doesn't matter what anyone else is doing. What you have to offer is priceless, is valuable, is unique. Nobody else is doing that. And if that were not so Heidi, what's written on the back of your book. Summarize it for us, please.



42:22

What did you do



42:26

before you found what you were able to find for you? And for Ethan? Say it out loud for us. I know it's hard right now, right? I know there's a lot of emotion here. But will you just



42:37

tell us that?



42:43

Me When Ethan told me



42:45

when that part is like what you how you how much you sought to try to help? Oh, yeah,



42:53

I spent a fortune.



42:56

Oh, how much is a fortune? Can you just give us an estimate? Just roughly it doesn't have to be exact. \$200,000? Oh, is that all? Maybe more? Right? So



43:23

what is it in you, Heidi? And this is the tough love version? Because I know you're ready to hear it? Well, there's a couple things what it is, what is it in you, that's not trusting that other person that they want to seek just as much as you did?



43:37

To find the solution? You invest it? Maybe a couple \$100,000?



43:51

You've been there before them any one piece of what you did? What would you have given them to know any one piece you can pull out any one thread of what you know now? What would you have given? And you did give and you didn't always find the answers. And that was the whole problem.



44:11

You got to know so thank you for helping me to underline it because I can say the words, but when you get it by hearing this is for Heidi and it's for each and every one of you. You got to know what you do is priceless. I had that analogy about my mom. I just It came to me Well, a couple of weeks ago and I was first in first mentioned it. It's such a great analogy. You have to know your value that deeply. Then all these other things just wash away it's not gonna matter.



44:42

Heidi, does that make sense? Are you hearing it?



44:45

I went actually just now when you said that about your mom.



44:51

I thought I did feel like that. That I was bleeding. Exactly. This is a company salutely



45:00

appropriate, I am not exaggerating with that analogy.



45:07

You felt like you were bleeding in the street. And so what a disservice not to honor that.



45:16

What you what the struggles that you were going through how much you were seeking? How much of this matter to you? And sometimes you want to don't want to go back there because it was so hard. You don't want to remember that. Yeah, true. You don't have to relive it, to remember that that's where they are. They're not where you are. Now. They're where you were. Often our our ideal client is a previous not always, but often a previous version of ourselves, sometimes five minutes ago, almost right?



45:46

It's not always trip it often.



45:50

But Michelle, this, this version of me that was in pain is the very person who was draining me.



46:01

Ah, so



46:02

and we talked about this, so then find her a little further along the path. She's already had some resources, she's got some resources, but she still needs more. Yes, that's true. Did you stop investing after the first \$50,000 and look at the price point, even you're putting on it, you

stop investing after the first \$50,000 and look at the price point, even you're putting on it, you say, I felt like I was bleeding in the street, and you invested \$200,000. And then here, we're talking about \$5,000. And up for some of you, it'll be five, you know, 50,000, it'll be a million, whatever it is. But we're talking about \$5,000. Enough. You just said you felt like you're bleeding in the street. Truly. And we felt how deep that was. And you invested \$200,000. And here we're saying, Oh, it's \$505,000. And up? Can you see how small that is?

 46:48

In this moment, and you might forget in the next moment, but that's a very small amount. For what for the pain that you're just talking about? And that's true for

 47:01

all of you. If you go well, yeah, Heidi, but not me. And it doesn't matter whether it's 5000, or 50,000, or 500,000, or 5 million or 50 million, right? It's the same energetic, whatever number you attach to it, I'm not focused on the number, I just want you to know that whatever it is, compared to that the number is small. And we will worry about whatever is circulating, it's okay. They could just Google it. Yeah. But are they actually going to get the transformation that they're looking for? That unique transformation that you provide? And that you discover? And I'll talk about how you discover that in just a minute. I want to review some pieces. Heidi does that help?

 47:39

Thank you so much.

 47:40

Yeah, thank you. Great, great question. You helped me when I went through that really quickly for today about you need to know your value is priceless. I know that in this room, we just got that in ways that we couldn't live without what you just said it Thank you.

 47:55

All right. Also, it was you Michelle and it was each person here i i felt the love from each person.

 48:06

And if you have not gotten there yet with your work, then get with a buddy here, right? Do some journaling about it. Do some ask some questions on the campus like do the investigative work and right now how do you for instance, you are in the knowing of it right now. We forget again. It's right on the back of your book. You literally wrote the book on the topic. And we forget so it's not something that we want you to just know once kcot That you know, it's we re

remember that that's the value of it. And that whatever your offer is, if it's 5000 or over you should know that it's worth at least 10,000 You you actually you might not have known this but what you just told me right now is worth 200,000 And you also said it's priceless you felt you were bleeding in the street. So then when you actually know that can you go and make an offer for 5000 or whatever again, as you're at however many zeros whatever applies to you.



49:05

Right? Thank you for that.



49:07

Alright jot down your biggest aha that was a big one. Thank you all right, just finish



49:37

off that sentence just wanted to empty out the room again. That's that's a deeper in is the big one things I'm going to say too is I'm reviewing and adding on is like reviewing and adding on reviewing and adding on and and it's when we are I mean want to say mastering sales when we are understand And yet when we're actually in the process of it when we're doing it, when we have incorporated that into ourselves and our being, it's just deeper and deeper and more nuanced level tomorrow, I'm not going to tell you actually being heart centered doesn't matter. It's something else, right? It's going to be this, but getting it a deeper and deeper levels. Because I can say the words, do you know that your value is priceless, that your work is priceless. But the words are different than actually experiencing it. Heidi just experienced it. Now, we experienced this through her. It's experiential, right? So it's not going to be something different, but it how do we get to those deeper levels of it, so that it's implementable? That's why we don't just Google it. And the example I give is Jonathan, well go google google letting that lots of Jonathan's expertise is somewhere up online, you could probably do an online course I don't know, right? I mean, you got to study for decades to really understand it. We really work with people and so on, but you can go Google it, but it's not going to solve the problem. Information is vastly available these days. That's not what people are investing in, they want the transformation and the flat,



51:06

Google it version



51:07

of it, you can go Google tons of things about story, go ahead. Well really get what we're getting at here, you know, it's the experience and the actual being able to do something with it. It's the same for each one of you in your field. Right. So I want to share my screen, I think, let me go check my screen. So I'm sharing the right screen. Did I put it, I believe it's right here. And you can let me know, because you should be seeing. I'm so proud of this picture. I'm gonna keep

showing it to you. It's the simplest, simplest picture I've ever shared with you guys. I'm so proud of it. Because I made it myself. One day, we'll have the fancy version. I'm like, I really liked this. So this is, you know, the love your life sales model. Really, this is it. And this is there's there's so much in this. And we went into this deeply in other in other parts, but I just want to remind you of this little infographic, right? That you've got your stuff lying around.



52:06

You know, Heidi doesn't just have, well,



52:11

who's the best person to call when you first find out your child is autistic. There's so much that you know, it's not just that it's also his ability to access, emotion, how she's really feeling her ability to articulate things, so many other things about her background, as well as like, you've got a whole bunch. You're a whole person, what have you got lying around in your shop on your showroom floor? More than you know, to Yeah, and you are way more adventurous than I knew it's lying around on your shop floor, I had no idea makes you unique, right? What's the transformation you offer? People get hung up there and think, Oh, if I don't have it nailed down, let me go nail it down for next 10 years before I talk to somebody, no have an idea about what the transformation is. And when it encounters a real person who needs your help. That's it. All three of these are needed, right? You have your ideal client, the one that you envision in your mind as the perfect person. And then there's that it's embodied in that real person, you enter into a conversation with them. As you're talking to them, you're finding out what they need. And then to give the example with Heidi is like a real person who needs your help with a vision of the ideal client. And for Heidi, it used to be that person before I invested my \$200,000. And then Heidi encountered the real person who needed her help. And she's like, No, that's not actually my ideal client, they need to have a little more experience, because they're really, really, really suffering. And I don't want to be wallowing in it with them for the rest of my life that because I get to choose, right? So we encounter that real person, it gives me a different idea of what the transformation is. And I know more about the stuff that I've got lying around is like, Oh, I recognize all these other things that I have. I'm not where that person was before. So this is the dynamic, it's on the court always. We can't know our transformation unless we're talking to people who can't. Because real people have real requests, real desires, real, real pain. And the more we're on the court doing it, the more we'll understand who we are with the stuff lying around on our shopping floor, and what the transformation is that we offer. And then mediating all this is having the words to say it because all this takes place with conversation. So if this diagram makes sense to you, I know you've seen it before, but I wanted to it's not once I'm done, I want you to really get this if this makes sense to you raise your hand. It should by now be very familiar and you get it really good. Okay. So so any questions about that? Because I want to add another layer now again, about how we do that whole how we step into her and you can see why stage two is step into your big self. We were watching it on the court with Heidi. We need to step into that next level of ourselves. Not somebody different from who you are, but more and more of ourselves showing up in order to do this. And as we do this, we become bigger. We just do. We dare to ask we dare to be in a conversation. We dare to leave the job, Jonathan Richard, I see you nodding, right. We dared to, we dare to, we dare to expand. And we like Diane I Reiki at the heart of it, but you have more lying around on your sharper floor and to create that offer. And already so far ahead of 99% and more of of Reiki specialists

out there. You're You're so on such a great path, as you're, you know, and you're in the in the I don't want to say battle in the in the throes of it of creating that. But knowing that you have that that more to offer, knowing that what you have is deeply of service is deeply valued. And it's just not not one at a time and once off, but actually something, a deeper transformation for that person, right? Don't have to be able to name it completely. You name it best. Can you go talk to people, right? Okay, anything bubbling up wanting to be said or questions or just want to make a little space again, so that you can hear the next piece that I want to give you

 56:00

never notice,

 56:01

think well, I'm grabbing my other notes with me here.

 56:06

My binder I think there it is. pay

 56:16

down your biggest your biggest piece of paper that I want to find here. Okay, so let's see one more. Before we move forward. I've got my notes. One more. What's opening for you now? Do you think you

 57:19

I had not seen it? before. I had been minimizing my pain, right.

 57:36

I'm so glad you said that, because I'm about to give you seven tips. And this is tip number four. Very directly related to tip number four, MIT and it makes sense, right? When we just heard something of Heidi's story, right? Have an autistic child, it's like, for those who don't have an autistic child is like unimaginable, right? And what you actually have gone through with that, it's no wonder because like that, and each of us, we've been through things that we don't we don't want to go back there. It feels like oh, no, I don't want to recreate that or it's like, so we want to pretend that it's not there.

 58:16

That's what our people are doing, by the way. They're walking around not wanting to look at it.

But as they're not looking at it. It's like it's ever present. Often, that's what happens. Do you get it if you like, and I'm not talking about wallowing in it. This is the opposite of wallowing.

 58:37

Oh, and Jonathan could because you've spoken so eloquently about it. Can I use an example from you again, about leaving, and because you're at this beautiful leaping off place? Right. Thank you. Thank you for that permission. Thank you. That's so Jonathan's been working in his industry for what many years, and 19 years ago, he knew that he could do this and there's pain then Right? In not doing it.

 59:08

And it's hard to look at it.

 59:10

Because it's our lives. I know Jonathan's on the other side of that going like, oh, like all these people are sending me messages. It was so good. And then he's gonna bump into some other things to do with it. And then more openings will happen and so on. Right? But but we want to minimize it because

 59:24

also when we minimize it,

 59:29

it's like we can just carry on as usual. That's what Luke Skywalker does. In, in in Star Wars. It's like, ah, yeah, I can't really go off to save the galaxy because, oh, well, you know, how life is I've got to take care of the farm. And, you know, my uncle needs me and, and he's, he's even talking about it, but he's not realizing it's like, yeah, and this is not the life for me and something's got to change. And so if Luke were if somebody were to do a strategy session with Luke, it's not exactly a strategy session, but there's much like that when Obi Wan is talking to him, you know, he's calling him to something bigger. He's letting him speak about things. And he's helping him to notice that something bigger as possible. And so we minimize our own pain, it's like, then there's a next level happening for you, Heidi, then, you know, they're doing the same thing. They're doing the same thing, either past pain or current pain, and it's causing them so much pain and, and then like I say, \$5,000, that's a no brainer. Startup 5000, you're gonna be moving away from that so quickly, is worth so much more than that. And you might not know that right now, one day you did a couple of weeks a few weeks ago, you'll know it, you'll forget it, you'll know it. That the more you are on the court and actually making those offers and talking to those people, that's when you'll remember,



1:00:51

right? How much this matters. All right. Anything else bubbling up wanting to be set?



1:01:02

All right. So what I wanted to share with you now is, I think of it as the conversation with Bonnie, I don't know if Amy's got that up yet or not. It was conversation that I had with one of our alumni many years ago. And I think it's even partway through the conversation. I said, Can I share this with with our community? Like yes, sure. And so I call it Strategy Session magic, seven tips to closing high ticket sales. And I want to underline what those are. And then I strongly encourage you to go and listen to that conversation with Barney. It was from many years ago, but it's still a wonderful conversation about the essential components to sales. And you've already heard these things in different contexts. But I want to draw them all together, and then point you in the direction of that call. All right. So the first thing



1:01:50

is an offer, decide what to offer. Don't let it be



1:01:56

rocket science parodies if he if you're new \$5,000. Enough, okay, you have a \$5,000 offer. And the offer is not just like how much it is and how you're going to do it. It's like what's the transformation? You know, what's the transformation that you're offering? That's the real offer. The real offer isn't as this many calls or it's this many lights or this many sessions? Or is it's not that it's not a Dana, I will stand beside you and you know, mop up this computer. That's not That's the how it's like you're going to feel in that case, you're going to feel loved. You're going to have a working computer again, yes, of course. But all the other stuff that comes with it, right. So what's the offer that you want to give what's we don't have something in mind beforehand, before the conversation, but you can even be flexible about it. But have something in mind, I think that this might help this person. So you've got a framework for walking into the conversation, then you can be flexible. Let me give you an example. One student that came to our community, I used to teach a week long retreat, and she thought it might be for her and I thought it might be for her and we entered into the conversation or the end of the conversation she came to work with me for a year to have something in mind it's ended up being something else. Right now both of us were surprised you know, so decide what to offer don't let any of this be rocket science, just get on the court and do it. Number two, we already did a deep dive with Heidi Thank you



1:03:19

value. Know in the bone



1:03:23

in your bones, the value of your work, we already did deep dive in number two. Thank you. Hi, with thanks to Heidi. You know find this from your big self. That's why stage two is about stepping into your big self. And Heidi showing us other parts of her, you know, you owning all of who you are, it's like honoring that person and how she felt then all of that is knowing more of who you are. So you got to know that. For example, you got to know that the value of your work with the number you put on it that is the worth at least twice that find it inside you. If you're charging 10,000 know that it's worth 20,000 If you're charging 1 million no is worth 2 million. Find it inside you. I'm not saying come from small self. But man, it's \$2,000. But I really can't handle charging that I'm going to charge charge a million, you're gonna fight or whatever the number is, I know that this is worth 510 1000 And I'm going to charge 5000 Because I'm coming from big self because I've looked deeply into the value of the pieces like we just saw Heidi doing here. Without that the sales that process doesn't work. If you don't see the value, why would they?

 1:04:36

And with with you Heidi it

 1:04:37

was like forgetting how it actually felt. Right. So offer number one, number one, number two, value number three. Listen, none of this will come as a surprise. But these are the component parts we've been talking about it I'm gathering them together for you. Ask questions and really listen to

 1:04:53

them. Really, really listen and I I'm holding space listening.

 1:05:05

And what what do we listen for a big part of what we listen for is number four, their pain. Listen for pain in your area. And this is what most of us want to skip over because we think we're causing them pain, because we don't want them to hurt more in that moment. Because, hey, like, let's say Heidi meet somebody, and let's say she was rushing it. And maybe they're too early on. So it's not even the right ideal client, for instance, right? But they express just one second of that pain. And Heidi goes, I know you, I know what it feels like, here's my 10 point

 1:05:37

solution. Are they going to feel? You really haven't

 1:05:41

heard me, you don't understand what it's like, exactly for me.



1:05:45

Right? So



1:05:47

I'm listening to them. And the thing is the pain in your area, you need to know that. itself, plus all the spin off effects of it, right? So I gave the example of Dana and the computer. If I were selling computer fixes, for instance, right. I would think of myself as technical I always think of myself as it's just transactional. I make computers work or I don't and suffer in a technical field. Often we think that we can think that even about holistic work or or energy work, strangely enough, right? So the whole gamut. But the pain and Dana's in dealt with for Dana yesterday, the painter areas was, I feel alone in this, I don't know if I can fix this, I don't know if it's fixable, what's going to happen, then all the spin off effects of what she thinks can happen if he doesn't get the assignment done, and so on. So, it's always like that there's going to be spin off effects in their relationships, in their, in their working relationships and in their home, like, Do you know the value of what you're doing in their work in this specific thing, in this case, fix a computer that they're doing. So there's all of that listening to, to the pain in your area. So the example that I gave last time was about, again, I've got lighting on my mind. So thinking about lighting at the university, and the explicit pain was that it was so dark people could fall and break their legs. But that wasn't the deepest pain. And when administrators could hear not only that, and how much it was going to cost them if somebody broke their leg and they could get sued and so on. But also, when they could really hear that.



1:07:25

Well, let me think Is this the best analogy for you. It's how they perceive that pain.



1:07:35

It's how they perceive that pain, I almost went to like how women on campus were feeling they were feeling insecure and and not just the women, right and so on. But that might not be the right analogy, in this case for what I'm trying to get across. Because it's their pain. The administrators pain, as a you know, as we as a committee, were speaking to them and helping get that lighting in which we did was really about liability. It was really about budget, it was really about. And there was something about being the kind of people I talked about this last time that that are doing the right thing on campus, it was about their self image and how they really felt about themselves. So it's how they see their pain. And then the deeper levels of that. And then, you know, if that person in front of me, for instance, and I didn't have that direct conversation, we didn't need to we got done much more easily there. But let's say I had to have a conversation with Archie who was the VP who we got along great. We did get along great and if I'd had to have that conversation with him, if he could have understood that he icing on the cake would be like how people are actually feeling on campus and then and then also their spin off effects like are people gonna want to come and what will happen to student student

retention and all those things right? The spin off effects and how they're really feeling could relate to his budgetary concerns or he is growing the college concerns. If women don't feel safe on campus, you are going to lose students you are going to lose faculty right so it's like spin off effects even for putting lead in so people don't break their legs right I know gentlemen you know that much more depths of that right but for the functional thing that we are trying to get right so offer value Listen, listen for their pain that's number four. Number five let them step in this is related to don't pounce it's like the if don't Pounce is what we don't want. What we do want is letting them step in.



1:09:21

Let them step in. It's wow, you



1:09:28

know, maybe we can fix the computer and maybe it's going to be possible Mom, where do you go doing this piece? Do this piece for you? Oh, I'm sorry. And her own, you know, unworthiness in having me asking me and and me leaving a meeting could have impeded her right. But, you know, maybe we can do this together. Maybe we can figure it out. Let them step in



1:09:49

to that vision. pounds let them step in. Number five is big. Why not objections, big why not object shins



1:10:00

in the tactical way of thinking about sales in the give me a fill in the blank something. Often our editors is our editors that are really in our editor that voice inside that doesn't serve us says something like Yeah, but they're going to object I need to talk to my spouse is too much money. It's like an our minds filled with



1:10:18

that. And that means that



1:10:21

they're disempowering story overpowered are empowering story about what's possible for them their disempowering story, just one. So rather than thinking about objections, think about what's their Why is like what, hey, what might be possible for you, if that kind of sentence dot dot dot, what do you envision as possible? Not just if people weren't breaking their legs, but if we had a well lit, you know, campus if we, you know, or if for any Mansfield, if you had an event

there ran smoothly, and people were smiling and they couldn't wait to come on. And although it's virtual, they don't want to go away. Because, you know, even though it's been on for five days, they're all excited, whatever it is, right?

 1:10:59

What would that feel like? And then

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their objections, it's they they fall away, don't think about meeting objections, think about helping them to stay in their purpose to stay in that possibility. And and we can also, we meet objections Anyway, before

 1:11:15

they happen. You know, we meet meet

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objections before they happen.

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Let me see if I can give a quick example of that. Oh,

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again, I'm sorry, I seem to be turning to you for examples today. Jonathan, can I turn to another example? is just so relevant. It's relevant to I'm talking about today. Thank you, John. Thank you. All right.

 1:11:45

One of the objections to coming to do this work could have been, well, I could just stay with my job. Why would you do this if you're just gonna stay with your job?

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So that's something that you know, rather than meet that later on, it's like, well, would you like to do this? Well, I don't know. I think I'm gonna stay with my job.



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For example, let's learn that beforehand. And how ask questions.



1:12:11

Well, here's a viable alternative. Jonathan, it was a viable alternative. You could have stayed with that job. Let's go investigate that earlier on long before the offer. Is that something actually in authenticity, you as the person in authenticity? Well, let's see if we can find a solution to the excellence of his brother in Jonathan at the time. All right. Here's one solution, you could stay with that job. How does that feel? Didn't feel so good. This one felt better. So then, at the end, Jonathan's probably not going to be saying, well, I think I'm just gonna stay with that, because we already talked about that. Right? That objection is not going to come up. Because we already talked about that possibilities. And the more conversations you have, and the more deeply you're listening to that person, you can think what might be the the issue. And sometimes people have money objections, I actually don't, you know, with love for that person, I don't really listen. I know I prize listening. But that's almost always coming from their editor, if it's not coming from their editor, and it's really not possible for them to invest. You know, if they're living on the street, for instance, they don't actually literally have the money, it's not possible for them to find it, then it's just a factual thing and what we'll find that out. But most often, if people have a money objection, it's because they haven't seen the value yet. That was Heidi earlier in the call.



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You get that? And if she's



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not seeing the value, then why would they and then it's really hard to make offers.



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So and



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that's the very place that I took Heidi to like, it's like instead of, I just realized that now it's in my being I don't have to think about it's like, oh, here's an objection that Heidi was placing before me. Yeah, but you know, it sounds great. But what about all that free stuff out there? And I'm like, you know, what's the possibility? What's the pain for that person? What's possible for them? I just Annette, I naturally think like that, because I'm always like, that's like over that pain. Let's go to the possibility. Same in a strategy session, so not, don't don't don't think of handling objections. Instead, it's what's the why for doing this? How much does it matter? And

then if there's obstacles in the way, let them go beforehand, investigate it. And if like for instance, if John has said You know, I think I really want to stay. There's, there's good really good things to say about the job I'm in and I think I really want to stay I wouldn't say great. Let me give you some suggestions about doing that. Let's see if we can figure that out for you. And you know, authenticity you help that person right? So big why not objections number seven, on attached that's related to what I just said. If Jonathan had decided that it's all good, we just try to help people the best we can we be in authenticity, we sleep well at night, right? unattached to the outcome, committed to them making a decision. That's what you commit. It doesn't matter what There's yes or no to do the work with you or not, or what level work or whatever it is, they go work with, who you consider your competitor or somebody else in your field or they go figure it out themselves, not unattached. This right from the Bhagavad Gita, one of the foundation texts in the in the yoga tradition. They say do your duty be unattached to the outcome? Just hold space, you just hold space. And it's a great personal training, because whether they are grateful for it, and then they go away, or they're grateful for it, and they enroll, or they spit in your face and think you're horrible, or are they who are they telling you that your competitor is much better than you are? Wait for? It is unattached. That's a great way to live the best we can I'm I always that No, to I know that that's what I'm aiming for. Yes. Doesn't matter what they decide whether they decide. And again, to give the example with Jonathan, if Jonathan regard well, maybe I'm gonna go on my own. Maybe I'm not maybe I'm gonna go on my own. Maybe I'm not this exhausting. You know, with, with Diane, you know, well, maybe I'm going to help my grandson find balance and ease? Or maybe not, maybe I am maybe I'm not. Maybe I am. Maybe I'm not Wow, imagine what a



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life helping them commit.



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You know, and with Diane, it's not the way it worked out that that grandmother Grandmother worked with you. Right. And with her two beautiful, beautiful ends, right. But if that was a strategy session, and she decided, no, I'm gonna go help my grandson, well, I'm going to decide to enroll him in swimming lessons, you Go bless her on her way, or whatever it is, you know, swimming lessons of having him dunk his feet in the water? I don't know. Alright. And you might even be going, wow, you know, you happen to be autistic, and it's like, that's gonna be a nice tidy Smiley. Like, that's not gonna work, or whatever it is. Or maybe it will, I don't know, you know, I don't.



1:16:55

But



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holding space for them, helping them to make a decision. unattached to the outcome. All right. So those are the seven, the seven pieces, offer value, listen, pain, let them step in and stepping into the hole. Make Why not objections be unattached to the outcome. And I think what I want

into the hope. Make why not objections be unattached to the outcome. And I think what I want to add to that, too, is well, you know, when they step in the going the hopeful place, I just want to add, oh, and make your offer. What we talked about that, you know, having an offer in mind, I guess I could go right under number one, right. But I just want to remind you, once they're in that place of hope, it's like, Do you have any questions? No. Well, would you like to see how we might do that? And you've already explored other alternatives with them. What else have you tried, I tried this, it didn't work. I tried that it didn't work. I tried that it didn't work. Or maybe they say, I've invested in this \$100,000 program, and I haven't made use of any of it yet. Probably my suggestion would be great. Why don't you go and make use of that program, because if they didn't, they're probably not going to make use of whatever it is that we're doing. So sending them back to their own resources, right. That's, that's the thing we can do as well. But we listen, we actually find a solution, we partner with them. And we find the best solution we can. And we're in discussion with that person, because they're in our ideal client zone, as best we can tell, you know, we get better at that the further we go on. And still, we're just we're guessing we think we hear pain in our area, we invite them to a conversation, they come or they don't.



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And if they come, we just help them. Alright. Let me see. Is that what I want to say about that? Yes.



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Any questions about that? Is that making sense is it should feel like a gathering of things that we've done before? Not new knowledge, correct? Yeah. And it should feel like a good consolidation of things that we've been talking about. If this is and I want the real answer, if this is feeling accessible, if some part of you is going well, yeah, right. That's how conversations go. Oh, yeah, I know how to help people. If any part of you is doing that right. Now raise your hand. I am working to demystify over and over and over again. 100% Fantastic. Thank you. All right. Jot down your biggest aha, still more I want to share with you. Okay, thanks. Finishing up that last sentence, taking it to a place where you can come back to at a later time. You ready for more? Can I pour more into you? Is this has this been helpful in pulling together threads? What Yeah, big nods. Okay, fantastic. So what I want to do I like want to do another little chunk and we have the high ticket virtual retreat, follow up on Thursday, right. So, to be continued, we have to You're in a call this afternoon, this is a really deep dive, and then we're giving you some time to go out in the court and do it and do it and do it and do it and do it, right. And then we've got the abundance, half day retreat, because I want to remind you to have an abundance story inside you does, as you go out and vote, we want you on the court as much as possible over those couple of weeks, go ahead and bump into stuff. And we'll remind you of the abundance of the world and your own beingness. And what's in front of you. Alright, so we're gonna help you with the inner peace of it, go out on out on the court, do that outer world peace for a couple of weeks, after Thursday, and then we'll, we'll give you another component part, don't wait for that next component part, you want to be out on the court as much as you can over those couple of weeks that we've given you to go do go do go implement what we're talking about here. Otherwise, who cares, right doesn't do anything.



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So couple more pieces about what to say and what to ask what to say. First, to, for it to be called a strategy session. You can call it what you want, I

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like strategy session. You get their agreement, or entry into agreement prior to that conversation, that together, we're going to find the best next step for you. And then at the beginning of the conversation, you reiterate that so that you've got a container for the conversation. Hey, I just want chicken are we on the same page for this call? Again? No, I thought it was going to buy a carton of milk, great, go down the street, you know, then you've got a container. And then there are things you can say within that container that you couldn't otherwise say. And things you can ask them that you couldn't otherwise ask them so that

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you can go deep. So do you want to

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meet and see if you know, they've all you've already uncovered some some pain probably in a connection called somewhere somehow you know that they've got some pain in their in your area? Hey, would you want to get together I'd be happy to hold space for you. Whatever your language is about that. We're together, we can find the best next step. Do you want to most people, most heart centered people, and hopefully you're working with heart centered? We will go really you

1:22:04

do that for me? Sure.

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Thank you. And it really is that gratitude toward you is appropriate. You're giving your time freely was many, many people have told me to charge for strategy sessions. I still don't. Because I just want it to be this clear space of support for people. If I sleep well at night, you know, it feels good. So get the agreement, you're finding the best next step. A great thing to say at the beginning. I love this phrase. What made you decide to invest your time to talk to me about x today? Because they're making decisions already. And they're already investing? They actually are. It helps them recognize that. And it lets them you know what made you decide to invest your time to talk to me about x

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today? What What made you come to the call? Sometimes they say twice like inherent right?

today: what what made you come to the can? sometimes they say twice, like inherent right:

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Then you listen for the pain in your area. And you tell me more? Tell me more? Tell me more. Right? And you can envision my mom with the person bleeding? It's a quick question. They're like, Are you bleeding? Do you need help? Can I put this turkey on you? You know, with Dana with a computer, you can see more complexity there. Right? You listen for Pandaria? Tell me more. And then. And then another key key thing to say, when they've really gone through the pain, deep dive, don't skim over that part, you will naturally start to turn to hope. And they're going well, this could happen. And that could happen in that could happen. And that could

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happen in your area. Right? Do you have any questions?

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That's a great time to ask once you know, you've already tackled the objections beforehand, of what they might bump into, because you can hear it in their editor, right? You've already listened to their pain in their area, they realize how deep it is, then they realize the solution to it. And the solution is something of what you offer something of your program. They're living in it before you're

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outlining the program. Do you have any questions? And they might go? Yeah,

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how can I work with you? Or yeah, how do I get this done? We'll have an idea. Do you would you like to see that?

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And then they're asking for your offer? All right,

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I think what I'm going to do, because we're almost right at the top of the hour, I'm going to leave



1:24:12

you watch to ask



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until our high ticket virtual retreat part two, I've already told you ask a bunch of questions. I'll just make that a little bit more specific on Thursday. And then I want to, I want to do something that's going to and again, we'll do this on Thursday. That's going to link up stage something of something that we're learning how to do in stage one and how it applies to stage two. Stage one is about envisioning. Stage two is stepping into big sell sales and offers and think of it this way. I want to set you up for this and we'll we'll in a good way and then we'll dive in further on



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Thursday. If we can't envision for ourselves, like when I look at the future, it's awful and grim. How are we going to help another



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person envision and be in that hope and in our area? It's wasted Each team is foundational. First we can envision for ourselves, then we help another person envision, and we can actually help them see? What's it like in the pain in this area? What's that life look like? I call it door number one. And what's life where this is actually solved? Where it's envision in its full form door? Number two,



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where do you want to live? Do you have any questions? Right?



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So I'll show you more how that works. I often talk to people about door number one, door number two strategies, but not always. It's not a technique is something I'm actually talking to somebody about to help them experience something so they can make a choice. So I'll talk more about that on Thursday. I was gonna say any burning questions without which we can't go forward. But we've got our q&a on Jeopardy of being self sales and offers in just a few hours. How are you? So bring your questions, it's and also some of you posted them beforehand. Go ahead. I know we just did this, you might have new questions. Usually, I'm asking for 24 hours in advance. But if go ahead and post your questions, and today, exceptional, like as an exception, I'll take those questions. Because you may well have questions arising from this, post your questions come to the call, post your questions, even if you can't come to the call, it will be there for you in the recording. So but I want to end because we have two minutes to get to the top of the hour. I hope and trust. This is helpful to you. I saw lots of hands, I saw lots of eyes. Thank you for being bred lots of big nods right now. So thank you for being present for

this, you have the keys to the kingdom, you're so ready already. And I keep wanting to give you another little piece and that little piece that will help make this so much easier. So much more fun. So you really don't want somebody else to do sales for you, even though you will because you'll find somebody amazing like Yvonne, right down the way stage three, not stage one. But you're gonna love it so much that you won't want to because it's beautiful, right? That's my intention for you. And you know what to do. Alright, one to one inspired action. If you have to leave at the top of the hour go post in Slack is a great place to place it in program. That's a great thing for the program out. Here's one of my hugs from one of the some of the training we did, that's a great place for it. So if you can't stay, go do that. If you were able to stay Heidi Europe first because you happen to be in my upper left hand corner, one a hall, one inspired action to bring us home.



1:27:11

And you're muted.



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I a big aha to make the offer from hope.



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Thank you for noticing if they're so enmeshed in their pain, and you go look, I've got this handy dandy solution they can't even hear you. They have to be able to envision some other world, other worlds is going to be a struggle, and they can't invest in if they do it's going to come in stark structural story. Yes. And you're inspired action



1:28:00

to make the offer from Hope.



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To fall, like Irish myth, you called it right, a blinding flash of the obvious BFO things actually move our world they are life changing, right? And you can probably even go Google but it's not gonna give you what you just got here. Same in your area. You get this now at a cellular level, you're ready to go out and do this fantastic, Heidi. Thank you.



1:28:29

Jonathan, you're up next.



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So my big aha, I think the whole session was really understanding and being responsible for knowing the value of your work, be responsible to yourself in there. And my inspired action will be to I'm writing a proposal probably later today. My first hunch was to kind of lowball it from what I would have previously done at my firm but I'm not gonna do that. I'm gonna give it the full shebang. Not not cheap out because



1:29:02

yeah, this is so good. Jonathan. And here's the thing. You know, let's say we're offering something that's worth multi-millions And we try to give it to somebody for two cents. I'm trying to be ridiculous here. People are gonna go that's not trust ready? Why is that person who is this right, right. Landing for it knowing that value it's so important on so many levels. Thank you. Yes, yes and yes. Beautiful. And Diane you're up next



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to my heart is to really strengthen envision for myself as to the transformation I want to make for people.



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Stage one stage one we we do it good enough, go out there make the offers but then we go it's not once I'm done. It's like what is that vision? What is that transformation and and we know it a deeper and deeper levels is that that picture that I drew myself Have I showed you it's all about that. Right? Thank you, Dan. Beautiful. And what's, what's your inspired action?



1:30:05

Well, to



1:30:08

help the subtle in the value that I offer, I'm going to read through the testimonials. And that's already from past times.



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Brilliant, brilliant, brilliant thing to do we have those this morning so other people can hear. But we I was just wanting for ourselves. Oh, no, the value of what you do can't say that enough. Thank you. Beautiful. And what a beautiful way to do it. Yes. If on your next



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in simple and true sales is simply a conversation. Mm hmm.



1:30:43

And I bet you could Google that but wouldn't be understood. Thinking back to Heidi's comment earlier, right. The way that we are understanding that here and now. Absolutely. It tells me you're hearing it too. You got it beautiful. Yes. Yes. And yes. And your spirit action.



1:31:01

I wasn't on the second call. So



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I'll listen to the recording of the second call. Fantastic, great thing to do. We have them available available to you. You all should have that your access now to story freedom Academy. And wow, I mean, great, great stuff, you guys are playing at 1,000%. And so that's where that's where this training is at. Because that's how you're playing. And so it's worth listening to you go back and re listen to it. If you were there. You're going to hear new things after you've heard this too. So thank you for that Yvonne. Beautiful, Mary Kay.



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My heart is just what you said they're living in it before you make your offer. Because that's, that's what's happened with my strategy calls. I didn't I didn't realize it. But yeah, they're, they're in it.



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They're already living that pain. Is that what do you mean, the pain part?



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No, they're living the hope. Yes. part and then the offer comes in they? I mean, it's hard to resist.



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Yes, exactly. Oh, thank you for that America. Exactly. And, you know, what I love is that you have been doing highly successful strategy sessions for quite some time now is not our first, you know, journey together. And but we get more and more conscious of what we're even doing is like, oh, right, that is exactly what's happening. And then in that consciousness, you

can, you can encourage that even more and hold space for people even more when you know that that's what's going on. Right? So that you can best help them and then like, that's exactly why they say it's hard to resist, not because of some sales tactic restructure or anything, it's just because it's a genuine default. They felt it in their body, they know. Yes, thank you beautiful. And then you're inspired action



1:32:48

inspired action is to is to advertise why? My my Oasis and my talk this in my talk that I'm gonna It's a repeat talk. I'm gonna give this week this month.



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Fantastic. Stage three work getting your work out there in a bigger way. Fantastic work. And, and, and I forgot. That's one of things we'll talk about on Thursday. Well, where do we get these strategy sessions? Then? Where do we get them? You get them all over the place, by the way, and Mary Kay just illustrated one of them. Anyway, many ways to do this. Jonathan did teams but we're not LinkedIn, there's all these people are so super easy to do that we complexify we don't need to. So we'll talk about that on Thursday as well. So thank you guys, this is Outstanding, outstanding work. This is one of my favorite calls on sales ever, ever, ever. Maybe my favorite of all time is because of the way you're showing up. So thank you so much. I will see you later today for our q&a. I will see you for I think a virtual three part two where we'll do all those things and more. Have a fantastic couple of hours. I'll see you soon. Bye for now.