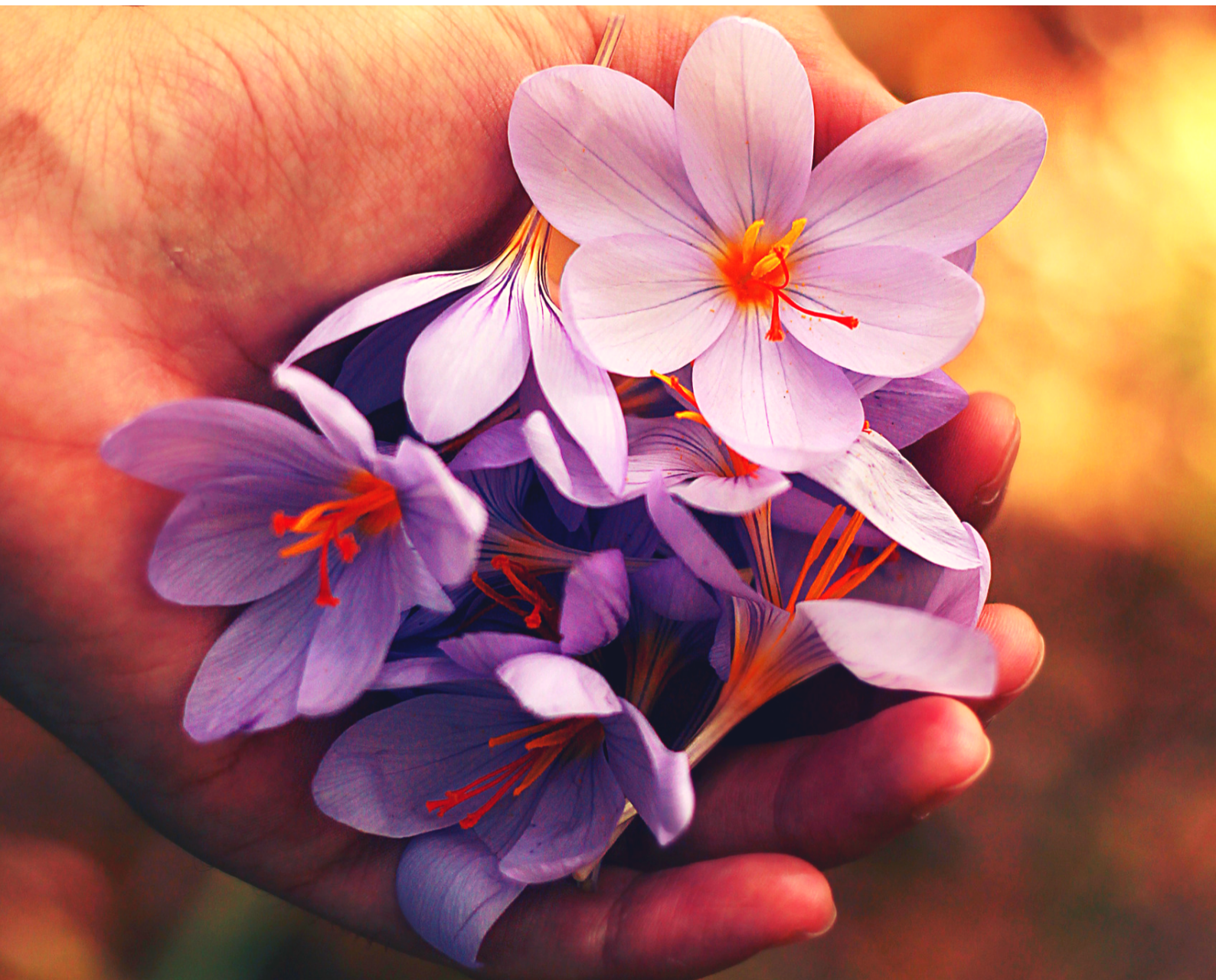


SECRETS OF SELLING WITH LOVE & INTEGRITY

*Dissolve objections, eliminate rejection and
learn how to sell out your coaching products
and services with ease and grace*



I know you.

You care.

A lot.

You want to live a life of meaning. Have an impact. Transform lives. And maybe even change the world.

That's why you became a coach.

But here's the thing...

While you love every moment you spend helping your clients achieve their goals and dreams...

You dread the part that comes just before...

That thing you need to do to get those clients in the door...

It's a 4-letter word... "sell."

But it doesn't have to be this way.

The biggest fear most coaches have around selling has to do with handling rejection and rejection arises from objections.

You may find this hard to believe right now but objections aren't real.

They only exist in your mind and in the minds of your potential clients.

When you know exactly how to handle these objections, you'll reduce — and even completely remove — rejection from every sales conversation.

That's when selling becomes easy...and fun.

That's when you'll watch your sales numbers and income rise without any struggle, hassle or conflict.

And that's when you'll know...

That you can sell like a rockstar...and do it with integrity.

What This Guidebook Will Do For You

This guidebook is designed to provide you with a strong foundation and tools to generate incredible sales with integrity, authenticity, and confidence. It is based on the works of sales expert and coach Lindsay Wilson.

How to Use This Guidebook:

Read this guidebook once and watch the video. Then come back and work through the exercises, activities, rituals and suggestions.

Secret #1: Know The Truth

Here's something you must know long before you begin a sales conversation — your potential clients are connecting with you because they already want what you have.

They are on the phone, connecting via email or talking to you on Skype because they are attracted to your methods, what you stand for and what you have to offer them.

This may seem obvious but as is often the case, the truth that's right in front of you is so easy to miss.

Action Step: Practice This Power Ritual

Starting today, take 5 minutes before every single sales call to look in the mirror and say out loud: “They already want what I have to offer.” Repeat this for at least a full minute — more if you have time.

This simple mantra will help you embody the truth that your potential clients are interested in hiring you or purchasing your offers. When you embody this truth, you will enter every sales conversation with authentic confidence that will ultimately help you lead a successful sales conversation.

How different do you feel before and after repeating this mantra to yourself? Does it help you feel more prepared? How do you think this influences your calls and clients’ experience? Reflect upon these changes.

Secret #2: Check Your Beliefs About Money

Your beliefs about money are holding you back.

If you believe you can't make a lot of money, that you don't deserve what you're charging or if you believe that your rates are too high, then guess what?

Your clients will reflect your beliefs and you'll find it almost impossible to close a sale.

This may sound a little “woo-woo” but checking your money beliefs and then letting go of the ones that do not serve or support you is one of the most powerful things you can do to skyrocket your ability to sell with integrity.

Action Step: Release Negative Money Beliefs

Bring your beliefs about money out into the open. Write them down below or in your own journal.

Reflect on each of them and identify the ones that are working against you. Then, look for reasons, facts and figures to dispute these negative money beliefs.

For instance, if you believe that being rich means being selfish, then actively look for case studies and instances where the rich have donated large sums of money and helped to change the world.

You should also consider working with a money mindset coach so you can accelerate the process and quickly let go of all of your negative beliefs about money.

Secret #3: Understand Their Fear

When you're in a sales conversation, your clients are afraid.

Why? They know that when they sign on with you, they'll embark on a journey that will draw them out of their shell, push them outside their comfort zone and create life-changing transformations.

As we know, transformations are wonderful but they are painful while they happen. So understand your clients' fears. Empathise with them but don't give in. As a coach, your job is to help your clients hit their highest potential so they can achieve their goals and dreams.

You can't do this if you allow their fears to get in the way.

Action Step: Capture Key Points

List down all the fears that you've heard from clients about signing on to a coaching program with you. If you're new to coaching, step into your clients' shoes and think of the fears they may have around hiring you or purchasing your packages.

When you have your list, forget about selling and focus on this: imagine you're coaching your potential clients to overcome these fears. How would you do that? Write down the key points you would highlight to dissolve their fears around changing their lives.

Now use these key points in your marketing and sales conversations. How does it change the result of the conversation? Do you any changes in your clients' reactions or experiences?

Secret #4: Inspire Trust

Now it's time to hone in on the single biggest objection you're likely to face when you are selling to a potential client.

For instance, if you feel their biggest objection would be the fact that they've never heard of you, you need to address this upfront. Don't wait for it to come up naturally during a sales conversation.

Often your clients will never voice this massive objection or ask you about it. It's up to you to lean into it and resolve it for them.

It's a powerful way to inspire trust and to sell with integrity.

Action Step: Write From the Heart

Think about the biggest objection that your potential clients have about working with you. Now write out a heartfelt reply that you would send out to your ideal clients and pre-handle the number one objection that you think will come up.

Allow yourself to truly connect from the heart. Save this note and read it regularly. Now you'll know exactly how to resolve this objection during a sales conversation and in your marketing copy.

References

This guidebook is based on and inspired by the work of sales expert, consultant and coach Lindsay Wilson. It's an excerpt from her world-class program Booked where you can discover the unique sales system that has sold over 50 millions worth with integrity, honesty and love.

