



**SELL WITH
CONFIDENCE
AND EASE**

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Anastasha Grace Deyour*





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SELL with Confidence and Ease

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What is 'Fall in Love with Sales'?

01

What is 'Fall in Love with Sales'

Sales School for Women established to teach women how to go through the sale process with ease and confidence, creating long-lasting relationships and achieving great results by using their natural given talents.

Our mission and purpose

- To educate women in the most compassionate, efficient, professional and gentle way
- To provide a wide range of tools in sales, presentation, negotiation skills, behavioural psychology
- To create a space where women learn, communicate, share, exchange, laugh together to advance their career with ease and joy.



About Ksenia Demidova - Sales and Business Development Coach at FLS:

Ksenia started a sales career in 2009 and within a year became #1 in Australia, holding a record of the most amount of sales done in a week.

In 2012 opened own sales and marketing company recruiting and teaching sales teams for major Australian companies. She trained over 600 sales reps and achieved an increase of over 25 million dollars in sales for her clients. She spoke nationally and on international conferences.

Currently, Ksenia is working closely with start-up companies coaching on business, branding and sales strategies.



Anastasha Grace Deyour - Confidence and Performance Coach, Emotional Wellbeing Practitioner and Behavioural Specialist at FLS.

An entrepreneur and business owner for almost 15 years, Anastasha holds multiple degrees in business, communication, and financial management from Universities in the United States, Australia, and Russia.

Establishing her first business at 26 she quickly expanded it a multi-million dollar business, later moving to Australia and launching multiple businesses in wholesale, hospitality and e-commerce.

Driven by her love of behavioural sciences Anastasha spent many years studying psychology, psychosomatics, the power of the mind and energy healing. Now she combines the knowledge in hypnotherapy, NLP, kinesiology, and the Spiral (proven techniques that merge psychological and neurological sciences) to help her clients to achieve new levels of self-confidence and authenticity in your life.

As a transformation mentor, confidence and performance coach she assists her clients to reduce stress levels, increase self-awareness and emotional intelligence; to be a better leader by changing old patterns and unsupportive beliefs that weigh them down.

Who
are we?

02



Selling is natural

03

Selling is natural.

Sales... it can be such a scary word for some. What comes to mind when you hear it? Pushy, manipulative, closing, following up, rejection... icky feelings... So many women shared with us that their common beliefs are: 'I am not good at sales', 'I don't think sales are for me' or 'I am not that kind of person', 'I can't be pushy or over the top', 'I have a hard time selling myself'.

There is a separation between the world of sales and our everyday life. We tend to think we need to learn tricks, memorise strategies and techniques to be good at sales. That we need to become a master at closing, objection turning, tonality, body language, gathering intelligence and use it against the customer... Close, re-close, tie-downs, overcoming fears, pushing through... Thousands of books, worksheets, checklists, cheat sheets have will send your head spinning, creating an illusion that sales is a mind-game.

But what if we look at sales differently?

First of all, a sale is not about a 'sale'. It's all about openness, connection, authenticity, ability to take a step and offer what you've got.

For that, you need to have trust in yourself, and trust in the product or service that you are offering.

To be truly authentic, you need to integrate deep ACCEPTANCE of yourself, all parts of you, the ones you like, and the ones you don't. Openness comes from VULNERABILITY. The great thing about vulnerability is that it draws people to you. It creates space for honesty and engagement. It's the driving force of connection.

A sale created from that space can't even be called 'a sale' from the traditional view.

Secondly, a sale is all about service and helping others.

Conscious selling is an energy exchange between two people who trust each other's inherent goodness. How much easier your life will be when you swap "How do I close a sale" for "How can I be of the highest service to the people on the receiving end of what I'm creating?"

Thirdly, the sales process teaches you about yourself and others. I fell in love with sales when I realised how much I have to work on myself, my integrity, my professionalism, awareness, and authenticity to present my best self on the next call with a potential client. And how well I need to listen, understand and empathise with the other person to bring them value.

Sale requires commitment. For another person to commit to the exchange, you need to be committed to yourself, to your success, to your product or service.



Sales skills
help you in
all areas
of life.

04

Sales skills help you in all areas of life.

Learning the skill set of sales even if you are not going to be in the sales industry is going to help you in all areas of life. What do you do when you are going for a job interview? You 'sell yourself'. What happens when you are looking for a life partner or a business partner? You 'sell yourself'. If you have kids you need to sell them every day that eating vegetables is great, sharing toys is fun and being polite is important. Learning how to sell, negotiate, communicate and understand others improves all areas of life.

As women we don't want to be pushing through a sales process, that's tiring, stressful and draining. Instead, we want to be ourselves, selling with joy, lightness and ease. 'Fake it till you make it' is not pleasant. By putting a big fake smile and overly enthusiastic expressions, you are suppressing your autonomic nervous system that goes into a complete freeze. Would you rather prefer being truly authentic, real, always feeling confident, safe and secure?

Exercise:

- Why is it important for you to learn how to sell?
- Why do you want to be confident in selling?
- How would your life change and improve if you mastered sales?



Women are great at sales

05

Women are great at sales.

Hubspot reports that women are 11% more likely to close a deal than men . An interesting study was undertaken by Professor Joel Le Bon of the University of Houston's Bauer College of Business Sales Excellence Institute. He performed an analysis of his 989 students' sales performance across 7 years . The results showed that there were 62.5% more female top performers than male top performers. Moreover, the female top performers outperformed the male top performers by 73.9%. And according to Forbes companies with higher numbers of female board directors have a 42% higher return on sales compared to companies with lower numbers of female board directors.

At the same time, women represent 39% of the workforce in sales, according to the LinkedIn report .

Women have the innate ability to be highly successful in sales. However, there are not many effective sales training aimed specifically at women. Let's agree that we are different from men, no matter how successful, powerful, driven, smart or educated we are... We are still women.

And using feminine traits such as listening, collaboration, and being relationship-directed comes naturally to us. Instead of learning sales skills aimed at men, which focus on being independent, aggressive, and personal goal-directed, we will show you how to use your authenticity, and natural, relaxed state to achieve incredible results.

<https://blog.hubspot.com/sales/men-vs-women-selling>

<https://www.linkedin.com/pulse/supersalesman-wondersaleswoman-jo%C3%ABl-le-bon-ph-d/>

<https://business.linkedin.com/sales-solutions/resources/sales/top-trends-of-women-sales-professionals>



Sale is an exchange of values

06

Sale is an exchange of values.

Remember a purchase you've made when you were not pressured, no one fussed around you, no one directed a conversation in any way... Your boundaries, pace and personal space were respected. How did it feel? Understood? Safe? Calm?

For a long time sales were associated with 'pushing through', memorising scripts and playing it as a chess game. We are changing the meaning of sales so the old, manipulative, calculated ways stay in the past.

The purpose of the sale is an exchange - honest, transparent, completed with integrity, respect and alignment. At Fall in Love with Sales School, we work with women who are looking for another way to sell. The way of integrity, honesty, connection, trust and mutual win-win.

We believe that when a sale is perceived and carried out as an exchange, it empowers both participating parties to make decisions based on their values and current need, in full alignment and connection with themselves. That allows both buyers and sellers to show up authentically in their full self-expression. So women that have gifts, talents, products and services to show to the world won't shy away from selling them out of the fear to look pushy and greedy. They can step out confidently, without a need to pretend or push through the fear of being rejected or judged.

When the aim of the whole sales process is a connection and a fair exchange, and not a win, a person that is buying does not have to keep the defences up or being closed off in a fear of manipulation.

As with any exchange, behind the actual sale, there is an energetic exchange. For the energetic exchange to happen, both parties need to be open, in full trust, and authentic communication. Do you remember how many times in the past you became defensive and closed off as soon as you were approached?

Elements of an authentic, empowered, aligned exchange:

- Both parties know their needs and values, knowing what is best for them at that moment.
- Both are standing in their power and truth, grounded and centred. That means both parties are connected to their needs and values and staying present.
- The communication is informative, educating and transparent (to reveal everything that is not seen or known about the product or service)
- Consent must be present, meaning that both parties participating in the communication willingly.
- Non-attachment is present. When we can detach from the outcome and other people's reactions to stay in the truth of the present moment and integrity.
- The seller stays in curiosity when asking questions about the needs and values of a potential investor (the buyer) to see if they match the product and service capabilities
- Price disclosure is present, meaning there are no hidden fees, payments, there is no 'catch' that can ruin the buyer's trust.
- Win-win is achieved, even if the final agreement is different from the original intention of the seller.

In such case a sale becomes an exchange of values.



Changing the 'meaning' of sales

07

Changing the 'meaning' of sales.

Changing the 'meaning' of sales.

- Top 50 books of sales training on Amazon are written by men.
- Most renowned sales coaches for the past 50 years are men.
- Most fundamentals and standards of the industry were created by men.
- The most recommended book to read is "The Art of War" by Sun Tzu.

What does that mean for us women?

It means that we are playing the game by the rules outside our comfort zone and not created by us.

Look at the analogies used in sales and business:

"Business development by acquisition"

"Winning the target market"

"Hitting the goal"

"Leverage"

"SWOT analysis - Strengths, Weaknesses, Opportunities, Threats". (Honestly, every time I needed to write a business plan in the past, the word 'threat' would send my nervous system into a fight/flight/freeze mode).

"Putting together the pipelines" (Ahh... sorry, what?)

Words and phrases like 'campaign', 'rally the troops', 'follow the leader', 'keep your powder dry', even 'recruitment', all have been borrowed from the military.

Terms like executing and deploying, strategy, engagement, approach, lines of attack, campaigns, groundwork, guard, intelligence, logistics, reinforcement, and advancement, escalation, and everybody's favourite, targets.

The point is business language is filled with sports analogies, military terms and technical language which are not natural to the right, imaginative, creative brain, and to, us females.

Commonly used word in sales is 'objection'. One of the meanings of 'objection' is 'opposition'. A war. Two sides. Winners and losers. Overtaking, overpowering, overcoming. Get your arsenal of techniques, push through your fears, detach from your feelings so they don't get in a way, go on the "field".

The problem, though, is military language does not leave the room for discernment and spark the creativity or new ideas. This terminology was created for obedience and fast action.

We are not at war, however. We are in business. As entrepreneurs, consultants, coaches, marketers, business owners we go into business to share our skills and abilities, to provide, help, assist and service. If you are creating holistic, thoughtful purposeful products and services and sustainable business, more humane language could be more useful.

Yes, women have adopted the terminology, but how is it really relatable? How does it feel? Intimidating and scary? Or a bit too much?



Changing the 'meaning' of sales

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So we are changing the meaning of Sales!

In order to shift the old stigma around sales, we have created different terms and definitions.

A sale is an exchange.

A sales process is a process of alignment with needs and values

Closing - ask

Objection - exploration

Buyer - investor

Seller/salesperson - presenter.

In the 'Fall in love in Sales' School, we also teach a unique Sales Flow process, Tones of authenticity, Fluid Negotiations Flow and much more.

Sales Process

/seɪls 'prəʊses/

noun

1. A warm, friendly, safe, open-hearted connection with another human for the purpose of sharing and exchanging information that creates long-term connections, opportunities, networks, and interactions filled with ease, laughter and lightness.

(* Definition by founders of 'Fall in Love with Sales')



Bringing the feminine energy into a sale process.

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Bringing the feminine energy into a sale process.

How is masculine energy different from feminine? To be clear, we will be talking about feminine and masculine, not in terms of gender, but rather referring to the energy systems that exist within each of us.

Masculine and Feminine energies are very different in their essence. What do I mean by that? Generally speaking, the masculine energy drives toward a mission and looks to analyse a problem and solve it.

Masculine energy predominantly about doing, structure, outcome, logic, pushing and rigidity. Masculine energy values rational thinking, analytics, competition, practical and linear models of productivity and the “get it done” attitude that acts as the foundation for many workplaces in today’s society.

The feminine elements are water and earth. Feminine values intuition, inspiration, emotions, sustainability and collaboration. Think being, flowing, flexibility, attraction, relaxation and pleasure.

To succeed in the men’s world of businesswomen often need to toughen up, however without the softness and fluidity that feminine energy carries, it can soon result in burn out, fatigue, dissatisfaction and unhappiness.

When the feminine energy is activated, it begins to overflow with inspiration and acts as a guiding force for our masculine endeavours in the world.

In the Fall in Love with Sales school, we teach women how to stay in integrity and essence when closing a deal, to have a new approach to sales, building connections and relationships.

By accessing the feminine energy women are better at nurturing a client, multi-tasking and being social with a client. Females in sales are seemingly better at establishing a long-term relationship with a customer, are better listeners and find it easier to identify emotions and respond with empathy.

The society is moving into a higher collective consciousness and awakening, and a different approach is needed. The dance between the masculine and feminine energies is not only happening at a personal level. These same polarities of masculine and feminine are applied to societies, businesses and the world around us.

In his book “Integral Relationships: A Manual for Men” Martin Ucik writes: “A wonderful metaphor to envision the feminine and masculine polarities is to see them as a river. The depth and span of the water represent the feminine qualities of descending and communion. The height and distance of the banks indicate the masculine capacities for ascending and agency. Together they co-create the river, with the feminine fullness/flow and the masculine emptiness/structure. It is a true co-creation, as neither the banks nor the flow can be said to have come first, nor can they exist without each other. Without the structure and direction of the banks, the feminine is without orientation and uncontained; without the fullness and flow of the water, the masculine is without purpose and fulfilment. Even though males and females may equally embody the feminine fullness/flow or the masculine structure/direction, they can’t do so at the same time, just as you can’t simultaneously inhale and exhale, be still and moving, alone and in company, empty and full, on top and at the bottom, etc. Yes, you can try to alternate back and forth—and many singles do so—but something will always be lacking and so contributes to the stress and depression in modern and postmodern people. Only through the feminine-masculine co-creation between opposites and equals can there be a return to oneness (awakening) on all levels of our being and a balanced life”.

Balance of masculine and feminine strengths leads to better results of any organisation, family and society overall.



Emotional and mental preparation

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How to sell with confidence and ease - emotional and mental preparation.

Overriding Fight/Flight response.

Often the biggest fear that people have is the fear of speaking out, which can manifest in different ways – not being able to stand your ground or promote yourself, fear of public speaking, fear of being too confronting, too loud, too much.

Why is it often so hard for us? As social creatures we are wired to keep the peace in the tribe, not to stick out, not bring on the conflict. Our reptilian brain that is wired for survival works very hard to protect us from any danger – real or perceived. Fear of ridicule, criticism, of being laughed at; fear of not being liked, not being accepted, fear of rejection, fear of looking stupid, losing your reputation, dozens and dozens of fears can be affecting the way we speak and the way we act. They can be responsible for procrastination, stalling, lack of confidence, overwhelm and excessive worry.

During the important moment of the meeting, presentation, pitch or a business deal the reptilian brain can hinder our ability to perform by activating fight/flight/freeze response.

Knowing that these biological reactions are normal, can allow us to create strategies to stay effective even in the most confronting and uncomfortable situation. For example, memorising your offer, spiel, speech or presentation, so even if you are paralysed with nervousness, you can still deliver it effectively and professionally.

Learning biological hacks like circular breathing, belly-breathing, Wim Hof method, ability to ground yourself, calm your brain waves, and so on, will allow to quickly override the ANS (autonomic nervous system) response. Tony Robbins on his sessions teaches to change your physical state as one of the ways to shift the internal state. Activities like bouncing, jumping, running, enthusiastically cheering yourself will help to 'unfreeze', bring up your energy, feel more positive and optimistic.

Exercise:

Set an alarm for yourself to check in with yourself 3 times during the day. Put your hand on your heart and ask yourself how you are feeling. Feel your body, all of it. Observe what comes up – Any tensions, any emotions. Allow feeling to fill you. Breathe and let go.

You don't want to just to learn the sales skills, steps, tools, you want to learn how to check-in with yourself, how to keep yourself in a light, energetic, positive state of being. Shifting your state is just that easy – presence, breath, acceptance, letting go. You can switch to something that feels good for you. Life is not meant to be a struggle. Stay in your flexibility and flow and you will notice how much you can achieve with less effort.



Plunges of confidence levels throughout life are normal

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Plunges of confidence levels throughout life are normal.

When we make huge shifts in our lives like opening a business, moving cities or countries, starting a job in a different company, going through a breakup, or, on the contrary, fall in love, our emotional body drops into infancy. Psychologist, counsellor, theologian, and teacher, John Bradshaw talks about psychological development in his works .

Look at your lifecycle. You will understand why being a fully successful and grown-up woman after going through something like a divorce becomes a complete rack and drops into fear and uncertainty. It feels like you lost your ground and have to learn how to walk again. We cycle through life. If you are starting something new in your life and feeling uncertain, don't worry, this stage will pass.

Find your style that is natural to you.

It seems that whoever is bolder, louder, faster, more aggressive and non-conformational wins in sales and business. This realisation is quite daunting for introverts and women that are naturally softer or more subtle. You don't need to be someone else, however, to be successful. In fact, we are most magnetic when we are being ourselves. Not everyone likes to deal with an over-enthusiastic, over-powering salesperson, an introvert would rather buy from another introvert that makes him feel safe. Each person is different, has a different style and manner, and you can find your customers that resonate with you.

The old style of business was established by men from a different era, where control, dominance, toughness led to successes and wins. The society is changing, the customer is more educated, sophisticated, more sensitive and demands attention to their needs.

It is an era of feminine energy – the energy of connection, empathy, understanding, intuition, and flexibility. So the more women relax and approach business and sales as a play and a movement of creative energy, the quicker we can shift the paradigm.

Even though a woman can easily take on a men's role and embrace masculine energy, going through life with control, precision, and force, constant pushing through, beating the competition, go-go-go mindset, with no rest or mercy, not paying attention to feelings, emotions and the physical state, can be detrimental to women.

To transform a sales process, and turn it into an enjoyable journey with ease, find your inspiration, your big 'WHY'. Some of the questions you can ask yourself:

Exercise:

When do you feel amazing?

- What activities cause you to feel useful, vital, better-than-before?
- What lights your fire?
- When do you have that "there's more where that came from" feeling?
- What feels so good and so easy to give that you give it generously?



Kids are the best salespeople

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Kids are the best salespeople – adopt some of their strategies

You were born with a navigation system that many of us never learn to use. What is it? Desire, excitement, inspiration, joy, interest. Using those high-vibrational feelings your soul communicates with you. Desire is your compass of where to go next. Your passion will always move you in the direction of your authentic self. Your curiosity is your growth point.

Look at children. How engaged they are when a subject interests them! How unapologetically demanding they are when they need to meet their needs!

Observe children for a moment and notice how great they are at negotiations, convicting, overcoming objections and moving towards their desired outcome.

Do you sometimes wish you were so buoyant, unstoppable, charismatic at sales?

Exercise:

Think of a time you saw a child asking for ice cream or sharing something they are excited about. List 5 attributes make them the best “salespeople”. What can you do to allow yourself to be that free and connected to your passions?

The Language of Female Leadership, J. Baxter, November 19, 2009

<https://www.nytimes.com/2017/07/21/sunday-review/women-ceos-glass-ceiling.html>



Believe in your greatness

13

Believe in your greatness.

Recently a group of Australian start-up founders went to pitch to the USA to potential investors, and they received feedback. Something has to drastically change in their presentation. They must speak up about their achievements, bravely share their big vision, declare a bigger game, speak louder, show up and show off, claiming their position as number one. For Australian culture, it is often not easy due to a 'Tall poppy' syndrome.

Women often also stopped my their modesty in pursuing a business, career or job achievements.

The research shows that when a man sees a job offer and he is at least 40-50% qualified - he will apply. A woman will apply only if she fits the position 100% out of 100.

In 'The Language of Female Leadership', Dr Judith Baxter reported that women are four times more likely to use 'Out-of-Power' language, including engaging in 'double-voice discourse.' Double-voice discourse occurs when we assume that someone will respond negatively to what we have to say and so we qualify our opinion to mitigate the risk. For instance, "Correct me if I'm wrong..." or "I know I'm not the ultimate expert on this..." or "It's just my opinion, but..."

Sounds familiar?

Susan Chira in her New York Times article 'Why Women Aren't C.E.O.s, According to Women Who Almost Were' asks a question "Why don't more women get that No. 1 job?" and finds that career barriers are more deeply rooted than that thought.

Exercise:

Use these affirmations to build your ability to express our thoughts and feelings easily, powerfully, and clearly, and take action when it is needed.

- I allow myself to express myself fully.
- I express my gifts, talents and abilities fully.
- I express my thoughts and feelings easily, powerfully, and clearly.
- I express what's on my mind and feel safe to share.
- I detach from others' reactions, releasing fears of hurting others' feelings.
- I release any attachment to the outcome.
- I release the fear of being seen - by clients, family, friends and others.
- I now clear the feeling repressed and suppressed.
- I release everything that holds back my power and clear communication.
- I shine my light fully and powerfully.
- I am not responsible for other people's reactions, thoughts and perceptions.
- I release all self-criticism and any judgements of myself and others
- I see and take action on the opportunities that come up for me and follow-through



Be magnetic

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Be magnetic

Any interaction is an energetic interaction. Your marketing, your speech, presentation, your thoughts, your emotional, physical and mental state effect that exchange. Becoming present and aware of what is going on in your internal world will help you to understand what energy you are transmitting.

When you are writing your marketing piece, get yourself into a state of excitement, inspiration, joy. If you are looking at the sales process or your marketing as a chore, painful and unpleasant, you are coding it with fear, uncertainty, insecurity, desperation, or neediness, whatever is going on for you.

Being present to your energetic state is paramount. Just changing thoughts and the mindset through affirmations and goal-setting to affect the mental body is often not enough if the subconscious still running unsupportive and disempowering programs. Be aware of your emotional body. Meditations help to slow down and to feel the subtle sensations and feelings that may arise in you. Focus on them to dissolve.

Engage physical body to process any stuck emotions – yoga, massage, breathwork, physical exercises help you to shift the energy and raise your vibration.

Setting intentions is a very powerful tool to channel your focus and energy to the desired outcome. Start your day with gratitude and then set the intention for the day. Before each important meeting, interaction or business deal set the intention for it to go the way you want.

Exercise:

Start your morning by setting an intention. What are you creating right now? Throughout the day notice and tension in your body. Do you get into a freeze before the meeting or when you need to speak up? Is your breath deep or shallow? What helps you to energise and lift your spirit?

Understand your fears

The main fear that comes up for people in sales is a fear of rejection. We all have early childhood associations what a 'No' meant to us, quite often the subconscious would link it to irrational 'I am not good enough', 'I don't deserve it' or 'I've done something wrong'.

Fear of rejection triggers our survival fears. It is normal to feel scared. People quite often are afraid to be afraid. If you understand your fears, accept that they are a normal part of your survival mechanism and allow them to pass through, they won't paralyse you so much.

We are also social creatures, wired to create connections, to bond, to express our needs and to communicate. It is our natural way of being, so don't let your fears stop you.



Desimpowered states

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Exercise:

What fears have you experienced in the past in your sales process situations?
What fears did you successfully overcome before in your life?
How did you do it?

Enthusiasm is the best indicator of your true strength. Enthusiasm evokes a determined "no matter what" and "I will do whatever it takes", making you bigger than your fears. Explore your enthusiasm by using this powerful little phrase: "What if..."

Be aware of your disempowered states

You are never the same person. At home you are in the role of mother and wife, you are softer, more attentive, at home, you are in a state of an Achiever, or a Warrior, embracing a persona of a businessperson and all behaviours that comes with that.

The Swiss psychoanalyst, Carl Jung, gave identified them as Archetypes - universal roles, characterizations and patterns of behavior. Mother, teacher, daughter, wife, businesswoman, they are all archetypes holding certain behavioural sets.

To better understand ourselves we need to distinguish between Empowered states (Archetypes) and Disempowered ones (Survival Archetypes).

The Survival Archetypes

There are four main survival archetypes are programmed at an early age to keep us safe and small, that is, to help us maintain our survival. In most individuals, the driving impulses are centred around fear. Archetypes are universal but gain their material in each person's life from parents, social conditioning, life situations, culture and the environment. For the outer personality, the influence of these survival archetypes generally undermines the wellbeing and greatness. You can notice them in speech and behavioural patterns.

4 main ones are:

1. Child.

- Disempowered, feeling small, overwhelmed, dependant.
- Has abandonment issues, easily feels rejected.
- Inability to see forward and to make dreams a reality.
- Gives the power away, seeks protection, needy.
- Inability to grow up and embrace the responsible life of an adult

2. Victim.

- Living in the past/future.
- Blaming, complaining, not enough money, I don't have enough time, victim to life.
- It can manifest as the need for constant distraction, blaming yourself and others, playing the hermit, either withdrawal or cannot bear to be alone.



The survival archetypes

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3. Saboteur.

- The saboteur fills your mind with sabotaging thoughts
- Creates destructive patterns, addictions, procrastination, makes choices that impede your success
- Sounds very reasonable, analytical, need more education, more proof, more information. "I need to think a bit more, I have to analyse it, I will get back to you."
- The Saboteur's fears and issues are all related to low self-esteem that causes you to make choices that block your empowerment and success
- Undermines self and others
- Sets new plans in motion only to end up undermining them.
- Begins a new relationship and then ends it or sabotages it
- Starts the day with a positive intention e.g. around food – and giving in to temptation by lunch.

4. Prostitute.

- Has no faith
- Is willing to sell your values, dreams, integrity, intellect, word, body, soul for the sake of physical or monetary security and safety
- "Whoring" Your Integrity
- Ignoring values for social approval
- "Selling out" to gain popularity rather than being true to yourself and your unique message
- Not standing up, not speaking up to avoid conflict and to adapting to how people think.
- Says: "I can't do this, I can't afford this, I can't say this, I can't wear this"
- Not being judged, not drawing a lot of attention, being proper, quiet, not being a tall poppy. Sells out her values for safety and security.

Recognizing Prostitute behaviour

Remaining in a relationship or a job purely for financial protection, selling out to people or organizations that you don't like or don't believe in; not being able to say no, or thinking yourself better than others.

The Child, Victim, Prostitute, and Saboteur are all deeply involved in your most pressing challenges related to survival. Each one represents different issues, fears, and vulnerabilities that you need to confront and overcome in order to step into your full freedom and power. Survival states allow us to adapt to the environment but if they overtake us we feel too confused, too foggy, never changing the world and showing up.

Exercise:

Notice what states are coming up when you wake up. Name them. What does your voice say when you are facing a challenging situation? Does it sound like a Saboteur, Victim, Child or a Prostitute?



Convince your inner critic

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Use this 'Lighthouse system' to bring your light out and shift into an empowered state:

- 1) Recognise and disperse the fog (clear your head and space from distractions, boost your energy, vibration and physical state)
- 2) Discover your light (your strength, desires, and successes). What do you value the most? Why do you do what you do?
- 3) Point the lighthouse laser beam (aim, map out the course of action, keep moving). Let your value system to be the guide. Keep 'no-matter-what' attitude.
- 4) Keep the fire burning (visualizations, affirmations and gratitude, setting intentions, manifestations). Maintain the enthusiasm, passion and "I will do whatever it takes" mindset.

Convince your inner critic

Did you ever notice the little voice inside your head that's constantly replaying your life to you, gives opinions, judges, engages in a long discussion or criticizes you.

Just as your inner voice can be your personal cheerleader giving you a boost when you're feeling low, it can also be your worst enemy.

One of the first steps to eliminating self-judgments and chatter is to recognize that the voice in your head never means you any harm. It may be a source of self-criticism and unkind comments, but that was never its intent. Believe it or not, it was originally developed to help us feel emotionally safe and happy. It is usually operating under the premise that it is trying to protect us.

Exercise:

- Do you struggle with a critical inner voice? What does it usually say? Does it sound like any of the four voices we identified before? Powerless child? Dissatisfied victim? Over-analytical and unsure saboteur? Unsure prostitute?
- Take time and write down all achievements and successes in your life. List everything, do not judge and filter out.
- Write down 200 reasons why clients need to pay you money. Why you? What have you learned, studied, experiences that make unique and

Preparation is the mother of skill set

Crafting your messaging telling people what you do and writing down will allow you to practice it and feel more confident while delivering it.

Exercise:

- Explain in short 3 sentences what do you do?
- Write it down and record yourself saying it.
- Play it back to you and correct it.
- Practice saying your offer also the same way.



It is not about you

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It is not about you

If you want to make an impact on another person, you need to understand that everything you do is not about you - it's about them. When you are in service, you don't have time to worry about how perfect your presentation is, or if you look good enough. You shift your attention to the other person - what are their needs, are they feeling safe, interested, comfortable, understood, and so on? Put attention on the person in front of you. Be there for them. Think of how the customer will feel, what is in it for them.

Exercise:

Practice empathic listening. It means listening with your whole presence, with your whole energy. Majority of people thinking about what they are going to say next while the other person is speaking. So they end up juggling two voices in their heads and getting distracted. Not many can stay present and non-judgemental during the conversation, really getting the speaker, understanding them, so it will be much appreciated if you become an expert at it.

Tell stories.

Storytelling is natural to us. We grew up watching fairytales or having them read to us by our parents. 'Once upon a time'. Stories are engaging, relaxing, captivating and relatable.

Tell stories about your product or service: how did it help you, how did it help others. Have a beginning, culmination and the ending. Throw in a 'wow factor'. Imagine you are telling a story to a very good friend. With that in mind, both of you can relax and enjoy the story.

Exercise:

- What stories can you create related to your product or service?
- How can you turn customer testimonial into a story?
- Share with a few people, notice the effect. Ask for feedback.

Ask questions.

How to make any conversation incredibly interesting, engaging and connecting? Ask questions about them. Stay in your authentic curiosity. Get to know the customer's needs and pain points.

Listen 80%, speak - 20%.

Validate the customer.

How to make a good impression and make the conversation warm and easy-flowing? Make another person feel good about themselves! Find something you can genuinely admire or appreciate. Connect to your heart. When our heart is filled with love and compassion, it is so easy to say something nice! To genuinely support and appreciate another human being.



Send love to yourself

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Exercise:

Before the meeting or a call take a moment to think: "How can I make that person feel good"?

Send love to yourself.

Nearly all of us don't take enough time to validate ourselves. In fact, we find it easier to be kind, compassionate and forgiving of another person, rather than ourselves. Self-validation is accepting your own internal experience, your thoughts, and your feelings. Self-care isn't being selfish, it's common sense. When you fill your own cup, you've got more to give to others.

Exercise:

Give yourself gratitude, validation and appreciation even for the smallest things. For starting a business, doing a sales call, just for waking up in the morning.

Check in with yourself by asking yourself these questions:

- When was the last time you took time for yourself, without feeling guilty?
- Do you struggle to maintain clear boundaries and receive the respect you deserve from those around you?
- Do you deal with negative self-talk, or even have others talking down to you or belittling your ideas and dreams?
- Do you catch yourself being everything for everyone – but nothing for yourself?
- Are you comfortable in your body and with expressing your thoughts and emotions?
- Have you gotten so far from the woman you "used to be", that you're barely recognizable – even to yourself?
- Have you all but given up on your hopes and dreams – becoming the cheerleader for others, but doubting yourself?

Make sure the exchange is equal.

Treat your clients as gift recipients and enjoy receiving receiving back. Every transaction is an exchange. Customers pay money for your services, and it is a gift to you. That's how you achieve win-win and satisfaction.



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