

*dr. erin*

PSYCHOLOGY  
OF MISSION

## **Sales Redefined**

If we cannot get over our fear of sales, we will never make any!

**Selling = Find a problem...and solve it!**

Focus on the value you are **giving** to others, not what you are **getting**.

You **make** money, you don't **take** money!

I offer, I don't push.

Sales depends on our own mindset, not the attitude of the buyer.

Selling = SHARING (share your story and let the sales happen)

Selling = SERVING (when you serve well, your customers will be grateful for you)

Selling = INFLUENCING (ex. getting your kid to eat veggies)

Selling can be easy, and fun. People will happily pay you for your services, knowledge, and value.

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A sale is simply an exchange of value.

People need to know, like, and trust you.

- Know
  - They need to know you exist!
- Like
  - Respond to their posts on social media
  - As you invest in others, they will like you more
  - Not everyone will like you
- Trust
  - Be interested, not interesting. Listen!!!

### **Pro Tips!**

- 1) Stop saying “I’m sorry” and state the price, be quiet, and wait!
- 2) Be open to receive.
- 3) Don’t give up...follow-up!  
--60% of sales happen after the 4<sup>th</sup> interaction/ask
- 4) Ask for the sale and close the deal.

Fake it till you make it! Pretend you have confidence until you do. It is not your customer’s job to make you feel confident.

**Remember**...there will always be people who will pay for your services, and people who will not pay for your services.