



Mapping Your Nervous System and Sales

THE WORKBOOK

Reflecting on Your Nervous System

If it feels helpful, you can use these questions to reflect a little bit on your nervous system and what it means for you.

When you think about your nervous system, what comes to mind?

What are you grateful to your nervous system for?

What wishes or desires do you have for your nervous system?

What would you love your nervous system to know from you?

Mapping Your Nervous System in Sales Exercise

Let's go through this together to discover integral information for you and your nervous system as we form our sales strategies.

<p>Ventral Vagal</p> <p><i>Social Engaged</i></p> <p>If you could describe your experience in this state in one word, what would it be?</p> <p>All is well.</p>	<p>What does sales feel like for you in this state?</p> <p>Exciting, possible.</p> <p>What sales activities feel possible in this state?</p> <p>More visibility. Being on podcasts. Doing live launches.</p> <p>What do you believe about your capacity to sell in this state?</p> <p>I am really good at it.</p>
<p>Sympathetic</p> <p><i>Mobilized</i></p> <p>If you could describe your experience in this state in one word, what would it be?</p> <p>Frantic.</p>	<p>What does sales feel like for you in this state?</p> <p>Urgent, stressful, frenzied.</p> <p>What sales activities feel possible in this state?</p> <p>Only ones that make promises of fast results.</p> <p>What do you believe about your capacity to sell in this state?</p> <p>I can sell in this state but it often feels very frenzied and frantic and I am not in a place of groundedness or leadership.</p>

<p>Dorsal Vagal</p> <p><i>Immobilized</i></p> <p>If you could describe your experience in this state in one word, what would it be?</p> <p>Like walking through mud.</p>	<p>What does sales feel like for you in this state?</p> <p>Impossible.</p> <p>What sales activities feel possible in this state?</p> <p>Almost nothing does. Or if it does, it all feels very performative and on autopilot. Nothing is coming from a genuine place of expression.</p> <p>What do you believe about your capacity to sell in this state?</p> <p>It is like trudging through deep mud. My capacity is intensely low if at all.</p>
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If you could apply a metaphor or personification to each state of your nervous system, what would it be?

	METAPHOR / PERSONIFICATION	WHAT'S IMPORTANT ABOUT THAT?
VENTRAL	Sunshine	Warmth
SYMPATHETIC	Chaos	Urgency
DORSAL	Cement	Exhausting

What state do you find yourself in the most often?

Sympathetic.

Reflecting on the Map in Regards to Sales or Marketing Strategies

I am going to suggest a few sales or marketing strategies here (some I love and some I absolutely don't love!) and I want you to notice where it feels like they land for you in your nervous system – do they feel like ventral (safety), sympathetic (mobilization) or dorsal (immobilization)?

Sales Strategy	What State	How do you know?
Creating a Client Referral Program	Ventral ▾	A sense of my heart opening
Doing a 10-day Live Cart Launch	Sympathetic ▾	Instant overwhelm
Designing an Evergreen Funnel	Ventral ▾	
Cold Pitching via IG DMs	Dorsal ▾	Feels like I just got sleepy
Creating a Quiz and Tripwire Offer	Ventral ▾	
Attending Speed Networking Events	Sympathetic ▾	Instant overstimulation / anxiety
Posting a Daily Reel for Virality	Dorsal ▾	
Implementing a Pinterest / Blog Strategy	Ventral ▾	Sense of possibility
Hosting a Series of Free 1:1 Calls	Ventral ▾	
Going on a Podcast Tour	Sympathetic ▾	

Does this cause you to have any realizations about your current sales strategies?

Noticing the Sales Glimmers and Sales Triggers

Glimmers being the things that bring you back into ventral (state of safety) and triggers being the things that bring you back into dorsal or sympathetic (states of unsafety).

Your Sales Glimmers Bank

Warm connection / being in live energy with people / getting to create with my hands / using nature imagery

Your Non-Sales-Focused Glimmers Bank

Things that are maybe not sales focused, but can be woven into selling to support safety.

Candles / cozy blankets / watching the trees

Your Sales Trigger Bank

Too much too fast / not having a plan / over-exposing myself

Your Regulating Resources Map

This is an optional worksheet if it helps you and doesn't overwhelm you. It can help paint a picture of the resources available to you when you're in the different states both within yourself and also from others.

VENTRAL	SYMPATHETIC	DORSAL
What can I do to help myself stay in this state?	What can I do by myself to get out of this state?	What can I do by myself to get out of this state?
What help can I get from others to stay in this state?	What help can I get from others to get out of this state?	What help can I get from others to get out of this state?

Notice Your Takeaways

What are your most important takeaways from day one?

TAKEAWAY 1:	TAKEAWAY 2:	TAKEAWAY 3:
With sales, I am often in the state of: Sympathetic	The sales strategies that support my nervous system might be: 1:1 work, systems	A common glimmer or trigger might be: Presence based stuff helps, feeling like I am drowning is a trigger