

Hello, hello, welcome to the third part of Soften into Sales. Today is all about getting into more of the nitty gritty and really looking at how to map out a quarterly sales strategy that is gentle and really attuned to you and your nervous system. I am so thrilled to have you here and I hope that you can really be gentle with yourself in this space.

Really consider and be kind towards all that you might hold around sales. All the different realizations that you have likely had through this experience. And, uh, Know that you get to be with yourself in this process, that you don't have to believe yourself. You get to really be here and stay connected with you.

So I'll encourage you to do something in this moment to ground in. Feel your feet on the floor, to feel your back against the chair, maybe you want to take a deep breath. Maybe you just want to look around and take in your environment, orient within your environment. There is a whole beautiful world beyond this screen.

Allow it to meet you and nourish you. Just take a moment for that.

So glad to have you here. So good to be with you here.

In today's class, we are creating our sales strategies. We are creating our sales strategies. We're gonna talk a little bit through a pretty simple sales framework and some guiding sales principles. Gonna look at actually piecing together the plan that feels attuned to your nervous system, you know, putting some of those pieces together that form the strategy.

We're also going to talk a little bit about sales activities to prioritize in your business as you implement and really identify what those are for you in light of your strategy. attuned to your nervous system. You may want to have the workbook open so that you can go along with it. Uh, you can pause the video and do it live or of course you can watch the video and then do the workbook after.

Whatever is gonna really support you best in the way that you learn.

The gentle sales framework. What I'm about to share with you in terms of an actual sales framework, it is simple. It is not profound. It is likely something that you've either internalized before or you've listened to before. Or you've sort of been doing it, but maybe didn't have the language or words for it.

This is important because it gives us a bit of a framework to play with in looking at how to form your sales strategy in a way that meets you. These are the three phases of sales and they're all important, they're all integral, they all play a role. This first piece of awareness, this is where audience growth happens.

This is the practice of really leading people into an awareness of your work and what you do. This is where we find strategies like reaching new audiences through collaborations or

Instagram marketing or blogging, etc. The second integral piece of Selling is the stage of nurture. And this is the practice of welcoming people to connect deeper with the work that you do.

These are people that already have an awareness of who you are and what you do. But the invitation for them is to connect deeper with you and your work. Connect deeper to the impact, the experience, the transformation of your work. Sometimes. Audience growth and nurture can hold the same strategy because.

It can be both stages at the exact same time. So for example, um, like let's say that you put out a free offer that could help you grow your audience and connect with new folks, but it could also help nurture and help folks connect deeper that are already in an awareness of what you do. And I think that those become really beautiful strategies because they are playing many important roles.

And then number three, the practice of selling, um, inviting people in to work with you directly, whether that is through a service or a product or an experience, et cetera. This is the place where we directly sell.

The one thing that I really want to make note of for you in this is that it is cyclical, um, and that they really feed into one another and they're not like think of them less as like buckets or pillars and think of them more as like cyclical seasons, um, that they lead, they naturally lead into one another often if someone is finding that they are.

having stagnancy or stuckness in their sales, there is likely a piece of this that is missing. Like if you can almost imagine it like something has become almost clogged or held up because there is, uh, the cyclical nature of the selling is, um, has been disrupted. For example, like, a lot of times when sales periods or launches fail, you know, there's often maybe there was more opportunity to do more nurturing, or there needed to be a deeper sense of connection that the audience themselves might not literally might not be ready to be sold to.

And on the same front, if a launch fails. Was there an awareness piece? You know, this can be a big thing as well. Not just awareness of you, but awareness of the product. If there's a lot of stories, I'm sure we all have this experience on some level that something didn't sound like we wanted it to. And then we, when we really, honestly, truly sat with it, we realized that, well, we were really not talking about it.

We really were not inviting people into it. And so that. Makes sense, right? Then why the results might be disappointing. And so all of these points are beautiful. Sort of checkpoints or aspects to really pay attention to. And so that's exactly why in the sales plan, we're going to really choose a strategy for each to make sure that we are really creating a more cyclical experience of sales in our businesses.

So I'm going to break down each of them a little bit more just to give you some examples of what they could look like. It's just sort of getting your mind thinking and reflecting on what this means for you. Audience growth strategies are anything that are going to bring you into the awareness of others who do not know you yet.

They're powerful because they grow your existing audience. They introduce you to someone else's audience. They position you in front of a new audience. To me, I feel like audience growth strategies get a lot of airtime, you know, even if we think of something like some of the rhetoric around, like, the importance of growing an Instagram following.

And sometimes like a lot of energy and resources can get zapped up in this when I would say that for the majority of people where our attention is mostly needed is in the second team. But this one is, it just really depends as well where you're at in your business. Like if you're just starting out, audience growth is obviously going to be so much more important than say if you've had a solid audience for the last few years and likely what's going under-resourced is that nurture, and selling.

So that's why it's really important to have a perception for you as well about really understanding where you're at, really understanding where your business is at, so that you can respond to that in an attuned way versus phase. responding to these trendy ideas of like, you need to focus on growing your audience.

Like, is that actually true for you? That's something that you need to sit with and notice for you. Some audience growth examples could be working on SEO so that people can more easily find your website. Things like Google rankings could look like pitching yourself to guests and other people's podcasts or writing a guest post for another blog or website.

It's that idea of like positioning yourself in front of a new audience, creating a product on a searchable website, like Insight Timer or Skillshare, collaborating with someone with a shared audience to bundle your offer, doing an email list swap with someone, basically thinking about it in terms of like, how can I get in a different room than the room that I'm in and be, um, made aware of to you folks that might not know me yet.

I really like thinking about it. Well, if you've taken anything from me before I love metaphors. I really love thinking about it in terms of rooms, like if you imagine like. your business as a room or as a house, that's where, you know, everything happens in there. The folks that already know you are already in that room and they're already in that house.

Are there other rooms or other houses that you might be invited into to share a little bit or to have other people experience your work that could, um, bring them back to the room or house of your business?

Nurture strategies are anything to help your existing audience to connect with you and your work in a deeper way. When that happens, they get to be impacted by your message, they get

a taste or an experience of the kind of work that you do, and they feel likely an emotional or relational connection with you, which is incredibly important for selling.

I'm a really big fan of whatever your nurture strategy is, it facilitates what it's like to work with you on a higher end. So, for example, if you're a coach, maybe you focus on nurturing strategies that hold space. If you're a teacher, maybe you focus on nurturing strategies where someone has the opportunity to learn from you.

If you're an artist, maybe you focus on nurturing strategies that help give someone an experience or a taste of your art. So for example, let's say you're a teacher, but you specifically teach people how to cook. It wouldn't really make sense for your nurturing strategy to be something around sending people free snacks. It's a little bit of an exaggerated example, but. If your whole business is focused on, uh, helping people learn how to cook, um, then your nurturing strategy, you'll want to have it in alignment with that so that they're getting that early experience of what it means and what it looks like.

To work with you or be supported by you or learn from you.

Some examples of nurturing could be things like a podcast, hosting a free webinar, going to an in person networking event that feels good in a way for you. Sending something in the mail to your community, creating an email signature that makes it so clear what you do, when I'm thinking about nurture, what I really like to think about in light of is what kind of experience could I create or facilitate.

For people in my audience that would give them a taste of what it's like to work with me and be supported by me and the answer to that question makes for a powerful and potent nurture strategy

selling strategies. are anything where a direct invitation is made for people to buy from you at any price point. So this is where, you know, you're making an offer for a program. You're letting people know how to book a one on one service with you. You are doing things like partnerships or paid collaborations.

This is where the sort of the money hits the road, where the invitation is being made and. You are being invited to, to sign up and. work with you and be supported by you in a beautiful way.

For this, because we're looking at more direct selling, we're looking at things like creating a client referral program, hosting a webinar that leads to the sale of a product, creating a pitch for a larger business, and sending it along. Attaching a paid product to something that's already working. So for example, if you had a blog that was really popular, or a.

Instagram post that was really popular, adding a paid product to that, writing a welcome sequence that has a paid pitch at the end. Those could all be really beautiful examples of strategies for selling.

So I hope that that can get your brain thinking and reflecting a little bit on what those could be for you. And

Maybe allow yourself a couple minutes if you want to pause this video to pen anything down that feels inspired or that might feel important for you.

I want to talk for a few minutes about the idea of guiding sales principles. I'm going to go over these and these are really almost like anchors, um, or perspectives on selling that I believe to be incredibly important when we're looking at this and doing this in a way that is attuned to us in our nervous systems.

Number one is be bold about asking for what you want and asking for what you need. You know, money and selling can bring up a lot. And it can also be really clarifying medicine for what we believe about ourselves, our worthiness, how much we can hold, how much we can receive at one point. It is an opportunity, I believe, to step into a bigger and more beautiful story about yourself.

And this gets to be, it gets to be almost like a practice of being clear and bold. about what you want and what you need to feel supported in the work that you're doing.

Practice deep listening. I am of the belief that selling is less about speaking and it's more about listening. Listening to you. What do you truly and genuinely care about? What do you truly and genuinely want to create? It's about listening to your clients. What's going on for them? What are they saying?

What do they, um, and what they're sharing? What are they letting you know that they would want or they would need? And listening to those in your world, paying attention, being in some ways a little bit contemplative and reflective about it. The best

The most successful selling launches and periods that I have had have come through the practice of deep listening.

Number three, creating structures or systems that can do the hard work of selling for you. Really exploring what that could look like in your context, whether that could be something like automated systems. Welcome email sequences, a clearly defined sales process, onboarding or offboarding systems. What are things that you could set up one time that would continue to sell for you?

Without you having to manually do it and manually put in the work every time. A great example of this is an offboarding system, you know, having some type of process for offboarding a client. And let's say, for example, you have an offboarding guide that can invite them into something additional either.

resigning or, um, you know, maybe a, a lower tiered support. You make that guy one time that becomes a part of your client process and you set and you send that out and that does the work of selling for you in a gentle way. Um, another example of this could be things like around digital products and maybe there's like.

an upsell or you have blogs or Instagram posts that really direct towards, um, a specific product. Um, maybe you set up a system in your business where it's like, something free that leads to something paid. You set that up and you put that work in to set that up one time, but then that system gets to hold space and work for you in selling.

The more and more that I reflect on this piece, the more and more important that I think it can be. That's not to say that we set these up and then we just get to ride off into the sunset for the rest of our business lives, but I think that they can bring real nourishing support. I think they can even bring a sense of support in the sense that.

They allow us to feel like we don't have to be on all the time. They allow us to feel like we can rest a little and exhale a little because we have set things up that are ongoing in our business that can carry some of that, um, carry some of that weight as well.

Also, break the rules! Follow your instincts. It's the most liberating guiding principle you have. You can do whatever you want. You don't have to do it how other people have done it. You don't have to do it just, um, based on what you've seen. That you get to decide what this looks like for you. You get to decide what it looks like for you.

Like for you to sell and I know that it can be really comforting in some ways to have templates and to have scripts to follow those. Um, for some people it can really bring a sense of comfort and instability, but there can also be a lot of freedom and liberation in breaking the rules and following your instincts.

And I would argue that that pathway of really following your instincts and selling is going to make it easier for you to sell because it's instantly and immediately going to be something that you are more connected to, which is going to make it a more magnetic and connected strategy, which will just automatically get you more results.

And so I really would love to encourage you to offer yourself the generous permission of you to do whatever you want here and you get to decide what that looks like and allow yourself to maybe have fun with it too and, and look at like, what are all the ways that this could look different? You know, one of my favorite stories is not necessarily a business story, but I think it's a great example of breaking the rules and following instinct to lead to a really positive result.

When I was in my early 20s, I had decided that I was going to go back to university and I was going to finish my undergrad degree and my undergrad degree was in human rights and political science, actually, and I really decided for some reason. That I really wanted to work, uh,

in politics on Parliament Hill while I finished my degree, that felt so clear to me, that desire, that that was something that I wanted.

And you know, I could have really taken this traditional route of like, applying for jobs, looking for job postings, networking, etc. But I decided, no, I want to do things a little bit differently. And so what I did was, uh, I actually wrote a pitch template email, and it basically said, like, I want to work on Parliament Hill, and I'm a student, and let me know if you want to hire me.

And I did this, I wrote that, and I sent it out to you, all of the Members of Parliament on Parliament Hill. And I ended up getting a response from the office. And they were like, we'd love to meet you when you come back into town. And I had a meeting with them. I literally showed up. This is like a no, no, no.

I literally showed up to this interview or meeting, um, wearing flip flops. And I walked away with the job. That was a very unconventional and untraditional way of going about it but I think it holds the principles of that. I was clear on my desire. I followed my instincts I executed and followed through and I received what I was looking for, which in this case was the job.

Another guiding principle that I fully endorse and really believe in is obviously what we've been exploring here. Paying attention to your nervous system and paying attention to the nervous system of your clients. Noticing what your nervous system might need, which is what obviously we've been exploring throughout this and we will continue to hold all of this in light of that, but also noticing your client's nervous systems.

For example, maybe your clients are overstimulated by free resources or maybe they get overwhelmed by programs that are packed to the brim with stuff. It's important to notice that stuff because if that's true, you want to really hold that in light of what you're creating and what you're offering and what you're selling.

So notice these, these few, um, guiding sales principles and what, you know, if there's one or two or whichever that really stand out to you and really resonate with you, what it could look, look like to really allow yourself to anchor into them in this process of creating your sales strategy for the quarter, being bold about asking for what you want to need, practicing deep listening, creating structures or systems that can do the harder work of selling for you, breaking the rules and following your instincts, paying attention to your nervous system and the nervous system of your clients.

All right, here's where we're going to get into it a little bit more. So we're going to bring up the workbook to begin. I'm going to take you through the workbook.

a little bit here. So something I have made you hear is a sales goal calculator. This is sort of a tool that you can use to really look at what your revenue goal is and what your offers are and what that means in terms of how you will break it down. Um, one, this helps us know that Can we meet our revenue goal with the offers that we have?

So an important question. Number two, is there an offer that is more of a priority to sell to meet that revenue goal? It gives us really important information about that. Plus then it just really allows you some intentional clarity around that. What that sales goal is, what you would need to sell each to meet that, and what that might be letting you know could be important for the quarter ahead.

So I'll bring it up here just so you can see what it looks like.

If this feels nourishing to you, use it. If it feels at all overwhelming to you, either take your time with it or don't use it. Just pay attention to that for what that might be for you. Ultimately, you're going to put in your monthly revenue goals. And if it's like, it could, if it's a thousand a month, five thousand, ten thousand, a hundred thousand, whatever it might be, um, and then sort of put your offers in here with their pricing.

In doing that, it will help you know how much revenue you will get from the quantity and the pricing. And. Doing that through the three offers will let you know what your projected, um, or not your projected, but what the revenue will add up into. I've added this, um, column around the current project. So, for example, let's say that your offer is a one on one offer.

It's at 600 a month and you want to sell four, so you have 2400. But maybe what you currently have in place, your current projection, is at 1000. By doing this, this just lets you know what sort of the gap is in terms of what you need to sell additional. Sometimes you won't have it projected, like if it's an If you're launching a new digital product, for example, you won't have a projected and then you can just stay within the what you need to sell in order to meet that revenue.

By holding both of these, they can sort of, yeah, you know, offer you that clarity and also help you get a sense of What does your focus need to be to meet these goals? And really grounding into that as uh,

And noticing in an anchoring forward. Um, So for example, like let's say I go through this exercise I'm really focused on. I need to sell more one on one offers. Then I know that the focus to meet those goals is going to be me Um, you know, a nurturing strategy for a one on one offer. And I can make note of that and put that here.

One of the gifts I think of using something like a sales goal calculator is that it breaks it down enough for us to know and get really clear on the numbers. Numbers can be activating and they can also be grounding depending on where we're holding them. And. The grounding element of it, I think can be such a nourishing support and resource where if I am able to realize that I need to sell a certain amount of something in order to meet a revenue goal, then that I get to hold that with a lot of clarity and intention and be really specific about my strategy.



Versus kind of having this like an unknown future and just like hoping for the best and like closing my eyes a little and just like throwing things. This allows us to be really specific and really intentional.

You know, before you really go into, um, starting to create the strategy, really looking at What are some really important things for you that you learned in day one and day two? That needs to be held within your strategy. Those things could be like glimmers, strategies that felt more supportive to your nervous system, anything that really came up in the second part with desire, safety, or agency, making note of them and really holding them close.

For the strategies, we're going to pick one or two of the best strategies for each phase of the sales process. And we're going to, these are going to be the things that we're really going to implement softly through the three months. We want to do that so that they're given focus and space, where you're not overloaded, but you're intentional.

And so I've given you as well a bank of strategies or ideas that you can pull from in here. Um, maybe there's something that really came up for you in listening to the workshop, but seeing what these could be for you, what are the sales strategies that feel good to your nervous system? that hold within them your things like your glimmers, nourishment, attunement, resourcing who you are, and also things that you feel connected to, that you feel excited about.

Again, sort of going back to day, or to part one, remembering what are strategies that feel like you are able to feel connected to a calm state or a ventral state in your nervous system for the most part when you think about doing them that even if they are A little bit stretchy that you're able to return to that place.

I think that's something you can also play with here is, let's say for example you had two that are really like, they exude like that ventral comb state. Maybe you have one that's a little more stretchy. That's important to notice too of like, what is,

One that's maybe a little bit more stretchy, but don't do them all super stretchy because that's going to overload you and likely dysregulate you. Um, so if you want to be stretchy, which you don't have to be, but if you want to be, you know, deciding which one or picking one that is a little more stretchy, um, and doing that a little bit at a time.

So we're going to just tease out those strategies a little bit and notice what they are, noticing how you can make that specific strategy feel so safe for you and your nervous system, but we really support you and see it through for anything else that you want to make note of.

Feel free to use this bank as well. I'm going to open up the example just to run you through this a little bit as well.

So for this individual, they're, they're really making note that they value intimate groups and one on one spaces. They feel connected to nature. They need lots of spaciousness and that they

feel supported by goals and plans really making note of like I need to remember that I can't screw this up.

They decide based on where they're at and what's feeling good to them that they're going to focus on three strategies. Putting three meditations on an insight timer for audience growth. Posting thoughtful carousels weekly, two to three a week. Posting daily in their stories. This is someone who has a lot of presence on Instagram and wants to continue with them.

It's important to note that this is not someone who is really activated by Instagram. So they tease that out a little. They're noticing that like the insight timer strategy, that if they really believe that their voice matters and they don't worry about it being perfect, that it'll feel safe for them.

They want to create an action plan to feel supported in it. The carousel scheduling and batching is helpful for them. That makes it feel safer and daily posts or, um, ways of talking about their offers and writing 30 ways to talk about their offers. Feels like a beautiful thing, making it a spiritual practice for them makes it an easier thing to do.

Offering that depth really helps them out.

So you can see here a little bit about, um, even something like needing spaciousness, considering that into their strategies, scheduling a time where they do it, having a bunch of resources already happening for them, even their thing around nature. You know, by making it a spiritual practice or making it a nature practice, um, you know, sort of blending those things together so that they can stay really attuned to themselves in the process of implementing their sales strategies.

I'm going to go back here for a sec and talk a little bit about sales activities.

Sales activities are the tasks that you do within implementing the strategy. So for example, if my strategy is posting a thoughtful carousel weekly on Instagram, then my sales activities would be to write the post, design the post, publish the post, engage in comments. It's basically breaking down the exact activities within your sales strategies so you know exactly.

when he's in order for them to get done.

You can also discern sales activities by offer. So noticing the process that someone goes to make a booking with you and separating those into sales activities. For example, let's say that you're a florist. And you know that the sales process goes something like this in your world. They see your flowers online, they reach out via DM, they submit a request for a proposal, you send the proposal, they agree to the proposal and sign.

By looking and examining that, uh, sales process, you can extract the sales activity. So then it becomes clear that in this example, the sales activities are things like Okay. Posting on

Instagram, being active in DMs, sending proposals, checking in with clients who have not answered.

And you can kind of go through this worksheet and help yourself identify some of what the sales activities could be based on the strategy that you're choosing for each of these pieces, and maybe any other sales activities that you want to make note of.

You can also really play with the idea of bringing ritual to our sales activities. Like instead of sorting it, we can make them feel like points of goodness. Based on things like safety, regulation, care, glimmers, desire and agency. So if you were to bring ritual to your sales activities, explore what that could look like for you.

This could be simple but so powerful. Um, so for example, something I've started doing in my business is before I do any work, I do a little bit of a mindful check in, sometimes a prayer, sometimes just a moment of silence. To allow myself to really bring presence to the work. They can be little things like that.

Lighting a candle when you're working on your marketing, for example, could be another small way of bringing a ritual, but really also like basing them on you. So not just something that sounds like a great idea, but basing them on some of what we've explored here around things that bring you that sense of safety, that bring you those glimmers, that help you feel connected to agency.

When you consider those things in light of ritual around sounds activities, what could that look like?

Noticing if there's any points of care that might be important for you. How can you care for yourself in executing these strategies? How can you intentionally honor your needs and capacity in executing those strategies? And what remains true no matter what happens, no matter the results, what will stay true for you?

It's important things to really reflect on and think about. So that brings us to the end of our webinar.

our time in today at least in looking at what your sales Strategies could look like when they're really attuned to your nervous system This is a process that you could take yourself through once you could take yourself through it every quarter and To really allow yourself to notice. I think that there's something really beautiful about continuing to revisit and continuing to witness it as well because our nervous systems change and they heal and they adapt based on what might be happening as well in our personal lives.

And so allowing that to be a checkpoint back of if I am looking at My sales strategy for the next quarter and I am attuning it to my nervous system and where it is in this moment Where it is

today What is important for me to look at or to shift or to focus on? and And that there's a part of it that I think gets to sort of be like this living document.

So, like, let's say that you do it once, maybe then you have you just work off of that document and allow it to change and be adjusted when it needs to, um, as well like that. That even as you go through the quarter, if you notice things coming up for you, if you notice things changing for you, um, knowing that you can change a strategy, that you don't have to hold yourself in it and like force your way through it.

I mean, this is the, the whole point of creating a sales strategy that's more tuned to your nervous system is that you Are attuning to you in that you're responding to your experience and to your needs and what's important for you so that selling can feel more like the spacious place to land and less like, um, kind of like a dark room that you have to force your way into it's time for us to like, really turn on the lights and allow sales.

To be a place of warmth and goodness, and I believe that that is 100 percent absolutely possible, and I am with you in this journey and in this process, and I'm so grateful to have had you here. I hope that you can take a moment to just. Savor and relish and express gratitude, um, to yourself for being here and exploring these pieces.

There's an element of like, in some ways it's easier to do things misattuned and just do what other people tell you to do. But there's something radically beautiful and healing and sustainable and I believe it gives you much better results when you do this work, this exploratory work of reflection and intention and care.

So thanks for being here, sending you all the love and all the care in the world.