



The Limitless Women Podcast Why Are You Missing Sales?

Are you losing prospective clients? Are you missing sales and don't understand why? Listen to today's business tip to learn how to shift your sales conversation to match with your prospective clients.

Want to skip head? Episode Highlights

- [00:53] Learn how Mount Everest can help you in meeting clients where they are.
- [01:39] Discover how you can apply the one, two, three to find a match with prospective clients.

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Thanks for listening to the Limitless Women Podcast. This episode is an excerpt from a video series on business tips I created for you. If you find this valuable and want to have a deeper, longer training, visit the Limitless Women YouTube Channel, subscribe and check out the rest of the series.

I want to tell you a quick story that I think is really important for women in business. I have a good friend, Isabelle Mercier, and she talks a lot about Mount Everest. What does that have to do with your business? I'll tell you. What she says is this. Too often, business owners actually try to speak from the top of Mount Everest to their prospective clients. They've climbed the mountain, they've overcome adversity, they've done their journey, and they want everybody to know about what it is from up here. Well, here's the problem. Your clients and your prospects are sitting down here at basecamp, even though you've made it to the top of the mountain. What's really important in business, through the words of Isabelle, is to come down to basecamp and meet them where they are.



You've heard me talk about your business model. I talk a lot about the one, two, three. Who is it? What are they struggling with? And how are you uniquely designed to partner with them? In this visual, I want you to think about coming down to meet your prospective clients where they are, really knowing that they're match and you're a match, and then together partnering with them to climb up to the top of the mountain where they get to overcome whatever adversity or struggle they're having.

The moral of the story is that I want you to meet your clients where they are. You need to do this in your languaging. You need to do this in your understanding. Most importantly, do this in your heart. The fact that you've been able to climb to the top of the mountain and make a difference in your life is such a blessing. One of the greatest opportunities you have as a woman who is committed to legacy is to pay that forward and share that journey. But you can only do it if you meet your prospective clients where they are.

If you found this helpful, come play with us online in the Limitless Women community. You can find us at [limitlesswomen.group](https://www.limitlesswomen.group). We've got a great Facebook group there. We'd love to see you there. You'll find more helpful hints there as well.

[Laura Gisborne] Are you wanting a deeper dive into topics like the one we are talking about in today's show? Did you know at Limitless Women we offer a business school that's been proven to help women entrepreneur's just like you build profitable businesses so they can give back? Visit us at [LimitlessWomen.com](https://www.LimitlessWomen.com) to learn more about how you can sign up for the next semester of Limitless Women Business School.

[MC] You've been listening to The Limitless Women Podcast, with your host Laura Gisborne. Our mission is to help women business owners like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Are you a Limitless Woman? This is your personal invitation to learn how you can join our online community, grow through our business school and play with us at our live events. Go to [LimitlessWomen.com](https://www.LimitlessWomen.com) for all the details. That's [LimitlessWomen.com](https://www.LimitlessWomen.com). Thanks for joining us!