



The Limitless Women Podcast How to Set Yourself Up for Sales with Ease

Are you a woman who loves business, but hates sales? The sales process is a divine dance that must be approached with ease, from the right foundation, and with deep clarity on your prospect and your offering. Listen in to learn proven strategies you can integrate into your sales model to make your conversations easier and your impact greater.

Want to skip head? Episode Highlights

- [03:01] Listening with your whole heart to make your prospects feel seen and heard.
- [08:22] Identifying your prospective client's struggles and pain points.
- [14:46] Understanding the psychology of sales as your foundation.

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] Are you a woman who loves business, but hate sales? I recently hosted a masterclass on Sales with Ease. In this class, I share with you each of the steps you need to take to have your enrollment conversations become easy, fluid, and productive. Our goal is for you to be able to approach your calls with confidence so you can get great results and enroll all the clients you want. Today's episode is an excerpt from that class.

[Laura Gisborne] You know, I'd love to just say this is again a simple thing of psychology, but there's a little bit more to it. So, let's just talk about positioning versus posturing. Most of the time, when we are new in business, when we're just getting started, we're looking for solutions. We've got the leadership mindset. We're like "Hey, Hey I've got an idea. I have a problem I wanna solve. Let me get clear about that." However, because we're shy, because we're new, because even though we might have experience elsewhere, this arena feels overwhelming, what ends up happening is we try to look for a little bit of something everywhere. And there's a whole lot of posturing going on in the sales conversation.



What do I mean by that? Posturing is when you all are kind of put on that hat that you know more, or you're talking down to somebody, or you're so busy and excited that you're telling them all about what you offer that you've missed the whole point. The whole point of sales is this. This is a divine dance. This is really your sacred service in life. May not be what you thought you were gonna hear in this conversation today, but what I'm saying to you is this. When someone comes to a sales conversation, when they actually are willing to like take a step back and be super vulnerable, and raise their hand, and say "I have a problem, could you help me", I want you to understand with all due respect how special that is, how special that is for them to have the courage to be vulnerable and what an honor and a privilege it is for you to actually be of service to them.

I can tell you that back in the day before I started doing this work, I've been doing this really full time since about 2012, but back in the day, Scott and I would get on an airplane. We'd fly some place and we would sit separately. When we got off the plane, sometimes you're flying Southwest or something, they put you wherever. When we get off the plane, he would always say to me "How long did it take you to make him cry?" And I was like "What do you mean?" And then I started to realize that when I was recapping what would happen for me, he's always asleep on the plane. But when I was recapping for me what was happening, I would always come and say that I've met this amazing person and this is what they've told me about their lives. He was so cool and then they start crying.

So, he started making a joke about it of how long did it take you to make them cry. Now, why I tell you this is not because I wanna make anybody cry. But I what I do wanna always do is be 100% present, and generous, and really listening with my whole heart when I'm in a conversation with someone. And that's where the magic happens. The reason that tears come up often is that most human beings don't feel seen and heard. Most human beings really are busy making a living and going through the motions. You're a little different. You're on this training because you have a deep calling on your life and you have a desire to make a difference with your work. Otherwise, you wouldn't be here. You'd be hanging out in some other group, right? Just think about it. You're here because you're a woman who's here to make a difference with your work.



So, the best way I know for you to start every conversation is to remember and get into your brain with deep reverence— Thank you, Felicia. That’s her word. With deep reverence for this process what’s possible for you and for another human being. Not only do they get an opportunity to be seen, and heard, and expressed, but you get an opportunity to provide a deep transformational service.

Now, I'm gonna talk to you a lot about the sales process, about tracking numbers, about all the things that can happen. And I wanna remind you you get to do this. Right? This is something that you get to do. So, please think about that that when you’re sitting next to somebody or if you're on a telephone call with them and you're having a conversation that's leading you down the path of enrollment, enrollment simply means that they have a problem, you have a solution, and they're choosing to partner with you to create a new way of being, right, to stop struggling, to stop being in pain. That is so deeply spiritual. So, get your head on straight before you ever get into a call. I think it’s the moral of the story. Remember that you get to do this work.

Now, when you do do this work, I want you to think about this. The first step in the process is you've got to know are you speaking to a person who's actually your prospective client. Now, a lot of you know you’ve got great services, you've got great products, you’ve got great opportunities to help people, but you have a little bit of a misconception. And that misconception is that you can help everyone with what you have. That’s not what you’re meant to do. There's over 7 billion people on the planet. I encourage you to think about if you were gonna reach 10 of them, or 1,000 of them, or 10,000 of them, what would be unique about them and what would be unique about you in the way that you partner with them? Okay?

So, in the sales process, one of the things that’s kind of the pre-work, if you will, in Day 1 is thinking about what is your business model. And this is your homework assignment if you read your email earlier today. So, the question is this: Who are you uniquely qualified and experienced to partner with? I've got to tell you that life and business become so much more fun when you actually are working with people you love. Not when you're working with people you feel like you have to work with. Okay? So, this is one of the great blessings of entrepreneurship. Number 1: Who is it that you love to work with? I want you to think about this. I always say like I have certain clients who are my favorites, you know. I’m like a bad mom in that way.



I love all my clients, but I'm gonna tell you I have a certain thing going on that just people who are really, really sweet that I know are doing the work, that are committed to their outcomes, and that they show up with an open heart and open mind every time, I can't wait to be with them. Right? So, who is it that you would love, love, love to work with and what else do you know about them?

Now, I work specifically with mature, spiritually connected, service-based professionals. So, inside our world of Limitless Women, you'll meet people in the healing professions, doctors. You'll meet dentists. You'll meet people in accounting, right? You'll meet people in the legal field. So, kind of those places where women have gotten a lot of great education and they haven't learned much about business. They've learned how to be great at what they do, but something is stopping them from being profitable. So, in your business model, what do you know about your people?

I also can tell you that our community tends to be comprised of mature women, usually over the age of 40, because we're in the conversation of philanthropy and purpose. And it's not that my younger sisters don't have a desire to make a difference. It's that they're usually still trying to figure it out, right? They're still trying to find their way. So, the more you can get clear about your ideal person, the more you're gonna recognize them when you're on the telephone call or in person.

The #2 in your exercise is what are they struggling with. I tend to attract very smart, very focused, very spiritually connected women. And what they struggle with is that there are so many things for them to do. They just don't always know where to focus. They don't always know sometimes they're doing the right activities, but they're in the wrong order. Or they're just doing the wrong actions because somebody gave them some bad advice. So, what we do— and this is #3— is we partner to help them craft the systems that will help them find time freedom and profitability so that they can join us in healing the poverty consciousness in the planet. Big work.



One, who is your person? Write it down. Two, what are they struggling with? There's what they think they're struggling with. And often, there's some stuff underneath, but I want you to keep it simple. Okay? But what's the pain point? Here's where women miss out in sales. Are you ready for this? Men tend to be so much better at this than we are. I don't know why. You'll never hear a guy go like "Oh, I'm so fat." Not really. They just think they're beautiful as they should. Right? We should think the same way.

Here's the deal. When you are giving your presentation, when you're meeting with someone, where we fall down often is that we don't wanna talk about the painful stuff. We don't wanna talk about where somebody is struggling. We just wanna be liked and we wanna be nice. And the challenge when we're in the sales conversation with someone is that if we just show up being cute and being helpful and nice, one of my coaches calls that putting a Band-Aid on it. You're actually not really helping them find the solution. So, in order to get someone in a transformative state where the enrollment conversation, where the sale is something that's gonna really move their lives to a new level, it requires us being honest with ourselves and honest with them about what the pain point is.

So, #2, don't gloss over it. Really look at what is the deeper struggle. What's happening for them? I can tell you what's happening for my women generally. They are smart. They've worked hard. They're probably still working too hard. And they're embarrassed and ashamed often that they're not farther along in the business. The world looks like it's so glossy on social media and they're like "Why am I not farther along?" And they feel frustrated at times, and they feel overwhelmed. These are deep pain points.

Now, I'm gonna share with you as we go through the course this week how to uncover those, how to gently and generously address them, and how to have those things become the catalyst so that people will be asking "May I please work with you? Can we please partner?" So, it's so much less about you telling them what you know and so much more about this deep awareness of the possibility with me.

So, #3 is kind of like your secret sauce. What happens when they work with you? There's the things that happen kind of on the surface level, right? In our world, women start becoming profitable. They start finding time freedom. It's good stuff. Their businesses start running. They're able to hire team members that pay for themselves.



All kinds of good stuff happen on the business level, but what happens underneath that I love so much? Is that our women start to see themselves as leaders. They start to really recognize their divine and gifts and who they are in the highest sense. And I think that's the part that I want you to kind of be thinking about in your homework assignment. You can give me the 1, 2, 3. The surface for me would be like I work with women business owners who are struggling with profitability and we help them with systems, right?

But what I've said to you in the course of this conversation— and we're recording it so you can go back and listen to it— is all the good stuff that happens. That's what's important. That's what I want you to start to uncover because in your sales conversations, you're gonna start to recognize right away when someone is a perfect match and when someone's really not your person. You may love this person, you may be kind of them, you may be generous, but you're not gonna really have sales with ease with them. So, we're looking for that really sweet spot for you, who you love to work with, what it is that they're struggling with, and how you're uniquely qualified to partner with them to create a solution. Got it?

All right. Let me pause right here and see if I can scroll. Oh! There's a bunch of questions. All right. Let me scroll back up here and stop real quick, and read, and see what's going on. Erica, Bowling Green, Florida. Hi, Heidi. Nice to see you. From Evergreen, Colorado. Myrna, you're here from the Philippines. I love you! What time is it? Let me know. I'm just so grateful that you checked in and it's so nice to see you. Mwah! I miss you. Audrey, my love from Canada, thank you for being here.

Amelia, you are here from Canada I'm thinking. I'm not sure if you're in Toronto right now or if you're back in B.C. Hi, Janet from Santa Monica. Hi, Janet Grace. Nice to see you, my love from Big Bear. All right. Audrey says the Flow Retreat is awesome. Yes, the Flow Retreat is really a lot of fun. Nancy, I haven't seen you for a while, from Sebastopol. Thank you. Welcome back. All right.

So, the bonus workshop is limitlesswomen.com/vip if you wanna check that out. You know, come and be with us Saturday if that's something of interest to you. And let's see. Audrey says she was moving too fast. All right. So, Helen, yes, only work with people I love and I love you. That's why we work together. So much fun. All right. Brett, welcome to the party. Nice to have you with us.



All right. So, I don't see any questions yet. Myrna, you're a rockstar. It's 3:25 a.m. Wow. Such a blessing to see you. Thank you. Thank you. All right. Helen says keep talking. All right. Well, let me just keep talking then. But if you have questions, type them in because now is the time. You know, I'm just kind of giving you this whole piece, is this.

Here's the other thing I wanna talk to you about. We're gonna move into how to build relationships, how to build trust, how to overcome objections. I'm gonna give you kind of all these how-to steps during the course of the week, but I wanna tell you that this first step of really putting on your head straight in understanding the psychology of sales is this. I doubt any of you who are not currently in programs woke up this morning and said, "Laura Gisborne is hosting a class on sales. I think I wanna sign up to work with her for \$25,000." It's probably not what you said this morning. Right? What you probably said was "Oh, Laura's offering a class on sales. This is a place that I feel like I could use some extra support. Let me show up and see what she's got. Let me go check it out."

Here's what I want you to understand here. People don't wake up thinking they wanna work with you. What they wake up with is what their problem is. So, we go back to your business model. If you're not clear on who your person is and what they're struggling with, the sale cannot happen. And I'm gonna tell you that for those of you that are here today, you're listening to this recording, this is really important. Everything I'm gonna share with you builds upon itself. So, if you get #1 wrong, you may have 2, 3, 4, 5 all great up here and it's like the house of cards. It's gonna fall right away. Right? So, this place of sales is your deep opportunity to serve is important. The place where you have to understand that sales is a numbers game. Right.

So, we say in the sales conversation, if you're kind of mediocre, this isn't your real house, you haven't learned what I'm gonna teach you this week because then it's gonna totally be your wheelhouse, but you're just getting started, you're just getting started and you're clear about your 1, 2, 3 'cause that's a caveat, you're clear about that and you're talking to the right person, you're probably gonna close about 10% of the people you speak to. Now, if you're gonna close 10% out of 10, how many is that? 1. What happens with these other 9 people? That depends on if you have come to work with us on your marketing funnel or you have other places to love people into being yes. Sometimes a no is not actually a no. Sometimes a no just means not now.



But what we have to do, we're having this first step of our conversation and getting ourselves ready for sales with these, is to be super open in our hearts and our minds and not addicted to the struggle that we create for ourselves. It says if I have 3 conversations with people and they decide not to invest, somehow there's something wrong with me. If I talked to 5 people last week and they all said no, they must all be broke. There must be something wrong with them. Understand that's not the case. This is a dance. We speak often in the language of love in our company just because that's one of our core values, is love is in the details.

So, I was speaking a few years ago in Canada when I just got started— hi, Kate— when I just got started doing this work. And it was just like this little small audience like 6 people. And I've flown up to Red Deer, Alberta if anybody knows where that is. And I had a woman in the audience and she just said, "You know, you speakers come up here and you talk about sales, you talk about marketing, you talk about marketing, you talk about sales. I just don't get it. What's the difference?" And I had a little bit of a divine download. You ever had that? You're like all of a sudden something comes into your head and it's really cute. So, I said to her "Listen, I don't know how it is for other people, but I can tell you in my own understanding marketing is a lot like foreplay. It's a lot like warmup. And sales is when the deed actually happens." Right? And the two things work really, really well together.

And a lot of times, what happens for women is we get caught up in creating more content, doing more things. Now, I need a podcast. Now, I need a YouTube channel. Now, I need a blog. Now I need to post on social media 10 times a day. Okay? So, we get the idea that it's good to be out there and ourselves out for nurturing, but we miss this part. And what I can tell you is that without the sale, the transformation doesn't happen. The sale only happens when somebody says yes to themselves. They recognize that you recognize their problem and that you are the right person for them or the right company for them to partner with to create a solution. And that's when the magic happens. Okay?



So, understand that part of your psychology, part of the first step is getting clear obviously about your business model, but it's also not being attached to the outcome. I give you my word. After 30 years of entrepreneurship, after nine different companies, after hundreds of employees and (I don't even know) tens of thousands of customers, you will get the sale. You can decide this week if you wanna get the sale easily or if you want it to be hard. The fact that you're here and you're listening to Sales with Ease leads me to believe you might want it to be easy. So, what you're gonna need to do is, again, just be a little coachable, a little open-minded to what's possible for you and ask questions.

[Laura Gisborne]

Are you a woman business owner who's great at what you do, but you're just not as far along as you like to be? Each month, I offer a handful of clarity calls to help women just like you. The purpose of these calls is to help you get clear about what your next best step is so that you can begin to get the results you want and you deserve. There's no fee for the call, but I only offer a few each month. So, please visit me online at limitlesswomen.com/apply to grab a spot for us right now. If you don't see any times available that work for you right now, please check back. We're always reloading my calendar and I would love to be able to support you. Visit me online at limitlesswomen.com/apply and get us setup to chat today.

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