



## **The Limitless Women Podcast Building Deep Trust in Minutes**

Your sales conversations *can* become easy, fluid, and productive. It's all about building trust between you and your prospective client. Listen in to learn strategies that will help you approach all of your calls and enrollment conversations with confidence, so you can get great results and enroll all the clients you want.

### **Want to skip head? Episode Highlights**

- [02:06] Great techniques for warming up & building trust in your sales conversations
- [05:22] Key questions to ask during discovery
- [15:47] A big misconception about sales conversations

### **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]* All right. So, once you've gotten yourself really clear about your positioning and where you are, and your head is on, and you are so excited to have this deeply amazing connection with your fellow human being, now I wanna give you some language, right? Like what you actually say. So, have you ever gone out and had that somebody that was completely inappropriate and ask you questions that were just like out to lunch and you just met this person or you might know them and— I was telling Audrey this the other day. I went to go get my nails done. And the nail tech was like “How much money you sell your house for? How much did you pay for it?”



It's all these very personal— It's not personal if you go look at my house. It's not that complicated. But it was an interesting thing because it gave me the perspective of when we go right into discovery, when we go right into one of those deeper questions without doing the warmup, it tends to turn people off. Okay?

So, here's where I want you to go. Step #1 is your psychology. You're positioning your business model, your clarity. That's what we covered yesterday. Today, we're gonna talk about step #2 and step #3. Step #2 is your warmup. There's lots of ways you can warm up. Right? You can be introduced by someone else. Maybe you're receiving a referral and in which case they already kind of know a little bit about you. And one of the greatest ways in a referral conversation to warm up is to be like "Hey, how do you know Carol? I love Carol. She and I met years ago at **Star Latin's** events. And we became good friends. And we just kind of supported each other over the years. Super cool. How do you guys know each other?" And then listen.

So, you're asking a question that's simple. It's not complicated. It's just that surface piece. I'm gonna give you a few of my questions and you guys can do with them what you will. But another one is kind of like "Where do you live?" Now, we are very blessed today. We do business with people all over the world, which is kind of cool. So, there's always a good opportunity with warmup to talk about where they all are and what they're doing there. Right now, we have team members in Prague and in Romania. Two places I haven't been. Warmup with those team members is a lot like warmup with clients, right? When you're hiring someone, you're getting to know them. Getting into these conversations about what's it like, what's the weather, what's happening over there with COVID. You're just kind of having these conversations in order to get into the vaccine conversation. You don't wanna freak somebody out. But you wanna just have this kind of opening. It's that getting to know you conversation. Super light. Super delicious.

Now, the segue from warmup to discovery is a dance. And here's what I'll tell you. I believe that really, really masterful salespeople approach the process as an art and a science. And here's what I mean. We're gonna give you 7 steps, right? Step 1, step 2, step 3. I don't give you all seven because then you're not gonna come back for the next day and you might miss out on something. So, I want you to be here and be interactive with us. We're gonna give you 7 steps. Easy peasy.



That's kind of the science. Remember we talked about the macro versus the micro? The art comes in in the subtle nuances. And so, this is the place where I feel like I really want you to have some of these million-dollar distinctions. And your homework assignments are designed to give you opportunities to play with this in practice it. Okay?

So, the discovery process is when you start to uncover what the problem is because most people are not gonna just come out of the gate and like "Hey, you know, Audrey, I got on a call with you because I heard you were fantastic at this and I need help." It's not usually how it happens. Usually happens with a little bit of warmup, a little bit of getting to know, how long have you lived there, blah, blah, blah, these kind of things, right, or that surface warmup and then you start getting into what's going on.

Now, I personally am a business growth strategist. So, one of my best discovery questions is what do you need most in your business right now and how can I support you? Two things happen when I ask this question. Number 1, if I'm with somebody that's really present and paying attention and I've gotten them warmed up, right, and I've built some trust in the warmup conversation, I haven't talked about me, I'm talking all about them, if they're really a player, they will automatically say thank you. They'll say, "Thanks for asking. Let me think about that." Okay? That means we're on the right track. If they just immediately like blow off the question or they say "oh, I just need to make more money", I'm not in a conversation with my ideal client.

My ideal client is a woman who is spiritually connected and mission focused, who really is here to make a difference with her work, and her biggest pain points tend to be she's overwhelmed because there's too much to do and she hasn't felt profitability. She may have good revenue, but she's secretly a little ashamed that she's not further along financially. Okay? So, I'm listening for those clues. And this is why I had you do the exercise yesterday. I'm listening for those clues to hear is this somebody that I'm uniquely designed to partner with. Get the idea? So, your discovery questions are gonna start to reveal to you if you're on the right track.

If you're not talking to somebody who's actually a qualified prospect or your ideal Avatar, none of this stuff is gonna matter. And this is the part where I wanted to tell you some things that are a little bit different than



traditional sales training. Traditional sales training says everybody is a buyer. Everybody could buy your service.

I'm here to say to you, you know what, we teach flow. We teach you that sales is a divine appointment. It is an opportunity to spiritually connect with another human being and create transformation in their lives in partnership. That's not gonna happen with 7.7 billion people. It's gonna happen with a handful of people.

So, I want you to be discerning and listen carefully. Now, you earn the right to ask discovery questions, which are the questions that uncover the problem. What's really going on with you there? How is your business if you're a business strategist? If you're a health practitioner, tell me a little bit about what you've been struggling with here and how long has that been going on? Okay? And if you're a financial planner, tell me a little bit about what you've tried in the past. If you don't mind me asking, tell me a little bit about what you've tried in the past. How did that work for you? If they say "oh, you know, it really didn't work", then you wanna ask why do you think that's the case. What else have you tried is a great discovery question.

So, you wanna go in with your area of expertise as the first discovery question, but you don't do that until you warm up first. Okay? You wanna go in with what's going on in this area of your life. This is what I'm here to talk to you about. How can I help? And when you say how can I help, really mean it. How can I help is not a segue to now I'm gonna pitch you all my goodies because you haven't earned the right to actually pitch them anything. And I will tell you that when you follow this formula, it's very frequent in our world that people ask us to work with us before we ever tell them how. You know, I'm not spending this time telling them all about the modules of our business school. I'm trying to find out what's going on for you, how may I be of assistance for you. Get the idea?

All right. I'm gonna go now to see what kind of questions are here and then will hop back and forth with this. But if you've come up with any questions or there's some things that are going on in your brain, let me know and I've got more to go, but here just let me see what questions are. So, Erica. Hi, Deanne, welcome back. Hi, Andrea. Hi, Nancy. All right. I'm looking forward to talking to you also, Erica. Hi, Janet Grace. Gorgeous to see you. Heidi, good to have you back. Audrey is supposed to be here. Hi, Kathy. Hi, Helen.



All right. Let's see. We've got questions. Thank you, sweet Carol, for your acknowledgement around clarity calls. I appreciate that it completely shifted how you speak to potential clients and working together. You've become clear on how you serve and it wasn't about convincing them. It was more about coming to the decision that we were a fit for one another. Yes. So good, Carol. Really that's that whole premise of yesterday's work, is if we don't know the fit, we can't make a good choice. Right? Kathy says her words are coming more easily the more she does this. It's great.

Joan, we talked about focusing more in the pain point. Very good. Oh, this is a good one, Carol. I love the discovery process. There've been times when people have asked me how I do what I do and I just say I've been doing it all the while we've been talking. I listen and ask questions that not only help me become clear about where they're at, but they get clarity in the process. It's very magical. Yeah. So, Carol, I so appreciate that. I think that this is the point. Everything that you need in a sales conversation lies in these first 3 steps. Step 1: Be in your psychology and positioning. Step 2: Be in your willingness and your ability to warm up.

I'm gonna give you up a little bit of a secret hint here about the warmup place. When I was in high school— I wouldn't make this a story about my life's journey, but I will tell you this. So, I grew up in a family with a tremendous amount of abuse and violence. And my parents had never really experienced caring and nurturing themselves. And so, they really weren't qualified to be caring and nurturing. Fortunately, I had babysitters and I had people around me who nurtured me and got me to where I am today. Good therapy, a lot of personal development. When I was in high school, there was a girl I went to high school with. She's not in this group. Her name was Deedee Carpenter. She was the sweetest thing. She was literally one of the nicest people I've ever met in my life. Just so kind. And Deedee had this superpower that every person that she ever spoke to felt like they were the most important person in the world.

So, I wanna give you some clues about how to have this Step 2 and 3 be really fluid for you and really graceful because when you're in this dance, if you're totally focused— You know, yesterday, we had a question about getting frozen or getting stuck.



If your sole purpose of this conversation is to be with your heart open and listening, just what's going on with the other person versus having your mind be monkey over here and trying to get you a clear about “oh, my gosh, how am I gonna make my offer”, your energy is gonna be completely different. So, Deedee had this energy of just being nice to people and finding— No matter who she saw, she would say something nice about them.

So, when I was in college after graduating high school, I started practicing this. It was kind of like you see these bracelets, what would Jesus do, I kind of had this little thing in my head what would Deedee do. Right? So, I would think about when I met somebody smiling and saying something kind. It might be somebody at work. I'd be like “Hey, you look great in that color” or “Oh, I love what you did with your hair. It was so nice to see you. I haven't seen in a long time.” Something very, very simple. And I can tell you that this practice started to change how the whole world showed up for me. The world started showing up for me as a much more generous place. It started showing up as a much kinder place. And it's part of your homework assignment, if you will, to find something kind to say to someone that you connect with in the next 24 hours. It's a practice that I promise will be really good for you.

I'll tell you another real life example about this. And this is why I think my guy is just like the best salesperson in the whole world. Every day, Scott comes home from work and he says, “I met the coolest people today.” And I listened and I say, “Okay. Well, honey, I thought you met the coolest people in the world yesterday.” He's like “I did. The people I met yesterday were so cool too, but these people were even cooler.” He literally falls in love with everybody he meets. He finds something about them that he genuinely likes and admires.

So, it's a little bit of a fun game to start playing with yourself because here's what happens in human nature. We tend to look at what's not working. So, all the brain scientists out there can tell me what's happening in the amygdala, and the reptilian brain, and the survival mode. Here is what I know about humans. We tend to like look for what's not working. And I'm gonna encourage you to really think about in your interactions this week, not just tonight, but this week to play with me, practice this, practice saying something kind to somebody that you know.



You know, it can even be something simple like sending a message through Facebook Messenger and just saying, “You know, when you and I met, I didn't know that you knew that we would have this friendship for 10 years and it's really just been a blessing in my life.” It seems random acts of kindness and generosity that help you grow.

It's really the core premise of Limitless Women. We believe that giving causes growing. We don't give to get. We get to give. And it's a very sweet playground to play in. So, I'm giving you these exercises and inviting you to try this on because when you start acknowledging people around you, when you start being in the practice of celebrating what's working, celebrating what you like, the whole world starts rising up to meet you in a different way.

And one of the things that I've become very acutely talented at— Did I just make myself talented? Yes, I think I am. I think I'm talented at this now with decades of practice. Is that I can go into a room, a networking room— Even the networkers, you guys know if you've been friends of mine for a while, it's one of my favorite playgrounds in the world. I can go in there and really start building very quick relationships with people in about 6 minutes. That's just kind of like I time myself. I kind of play a little game with it. Right? So, if I know I'm gonna be someplace for an hour, can I connect with 10 different people and have an authentic connection? It doesn't take long. I'm telling you this because here's another misconception about sales conversations.

A misconception with sales conversations is that they have to take an hour or 2 hours. There's all kinds of things that we can teach you. There are subtle nuances to get yourself prepared and your prospect prepared so that when you get on a call, it can move quickly. But this is one of those really special nuances, which is building trust. Building trust, building rapport, having somebody really know that you're somebody they can open up to because only when they open up will you discover what the deeper problem is. Right? So, there's the surface stuff that people are willing to talk about and then there's the deeper stuff.

So, your homework assignment is around who can you acknowledge. Who can you acknowledge in the next 24 hours and what's happening in your own celebrations, right? Your own celebrations, where are you focusing? I often feel that women don't succeed in business because of



two things. Either they are focused on the wrong activities or they're actually doing the right activities, but they're in the wrong order.

And I bring that up to you because this progression plan is very important. If you start spilling the beans and telling somebody about the features and benefits of your program, and you haven't built rapport, and you haven't built trust, none of it is gonna matter. Then you're like "Oh, that's so fascinating. It's so nice to meet you." Janet Grace, I'm on. I'm on to the next thing. Okay?

So, what I want you to do for homework is I want you to write out some warmup questions. What do you say when you're meeting somebody for the first time? Go back to thinking about dating. What do you say when you meet somebody to actually get to know them? Just at a surface level gently. All right. What do you wanna know about them? And now that you know because you did yesterday's homework who your ideal clients are, what are the discovery questions that you're gonna wanna ask. Right? I told you mine. What's yours? What are the discovery questions that are gonna really help you isolate the problem that your business and you are uniquely designed to solve? Think about that and let's see what you come up with for homework assignments.

*[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](http://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](http://limitlesswomen.com/apply) and get us setup to chat today.

*[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](http://LimitlessWomen.com) for all the details. That's [LimitlessWomen.com](http://LimitlessWomen.com). Thanks for joining us!