



The Limitless Women Podcast The Secret Sauce

There is one key ingredient in every successful sales conversation that keeps it flowing seamlessly and deeper into the sales funnel. This 'secret sauce' will help you stay motivated in any sales call, remain focused on your prospect's needs, and solidify you as their ideal support. Listen in and learn how to keep sales conversations lively, connected, and ending in great results.

Want to skip head? Episode Highlights

- [1:55] Why it's important to enter sales conversations without expectation
- [4:38] Practicing information confirmation and reflective listening to deeply understand your prospect's needs
- [19:50] Remembering that your prospect is on a personal journey and you are their trusted support

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, man, the stuff that we do. It just keeps showing up. It shows up in so many places. So, when we were talking about how you keep yourself motivated when you start these conversations and how you really focus on what matters in the conversation, what I was really present to this morning is how there's a big difference between being hopeful about something and having an expectation. And if we approach our calls or we approach anything in life really with an expectation, it often sets us up for disappointment.



So, without telling you a bunch of stories because I wanna talk to you about the secret sauce today, I will say this. Please remember that it is your divine gift, your privilege, your honor to connect with folks. And they're gonna be very, very vulnerable with you in these conversations. So, one of the places that I feel like is just an opportunity to do good work is to really go to the conversations without expectation. Now, I know that you're gonna have to walk in faith with me on this one. And I will tell you lots of reasons why this is important because of the structure of the process, because of the fact that sales is a numbers game.

Because if you speak to enough people, you will earn the right to partner with them. And what I wanna share with you is that if you're tempted to jump into the sales conversation and talk about all that you can do for someone, what ends up happening is that you miss out on the magic that lies in the opportunity of partnership.

So, today, in the secret sauce, what I wanna share with you is this. We've heard about matching and mirroring. We hear about that in sales training often, but we don't really hear about what I like to call information confirmation. And so, let's say that you've had the conversation with somebody. You've shown up with your whole heart open. They get on a call with you. I had a call with somebody yesterday. It was our first date, right? We hadn't met each other before. But because she'd been watching this, she was pretty warmed up right. And she opened up some very, very vulnerable personal experiences and what was going on.

And what I wanna say to you is this. You're listening. You're asking questions. Remember that it's all about them. If you get the opportunity to do business with someone, if you earn the right to be in partnership with them, they are now leading, driving the bus maybe is what I wanna say. It's still all about them. So, I think that there's a big shift for a lot of us in I've got this great product. I've got these amazing deliverables that work. You know, I want to say I've had 30 years of experience, so I've had a chance to try things out before I bring them to you in teaching and training. And the bottom line is it's still all about them. It's about the other.



So, the secret sauce quite simply is this. When you are uncovering what's going on with folks, and you're really talking to them about what's in their heart and what their deepest desires are, and you're helping them get clear so that they can choose to invest in themselves not by a product or service, they can choose to say yes to the calling on their heart. One of the most powerful distinctions you can do is what we call the secret sauce #4 in our process, information confirmation. So, I want you to get in the practice of actually speaking back to the person who's speaking to you and asking them in their own words "Did I understand what you said?"

So, I talked to a woman recently who has multiple businesses. And one of those businesses she owns with her husband and there's a couple of other things that she's invested in. And she really has this dream in her heart to create a spiritual retreat center with this land that they own. Okay? So, what it would look like, I'm just gonna share with you, is that you would say to this person— You would say, "Hey, Elaine, so if I understand correctly, this is what's going on. You've shared with me very generously that your plate is full. You've got a lot of moving pieces. You have these two other businesses that bring in revenue or you're kind of positioned there as a leader in these businesses. And you're contributing, so there's some revenue coming in, and yet your heart is really calling you to build this center where people can come and connect to the Lord. They can connect to themselves. And that's on your heart and that's what you really like to be spending your time. Is that correct? Did I get that correct?" And then you wanna stop.

Now, don't tell her everything she said in the past 10 minutes, but really think about what are you pulling out as a nugget. So then, I might say, "You know, so it sounds like you're really clear that this is the area you want to focus on. However, because you're feeling some challenges in your relationship, you're not sure you wanna dive fully into that. Is that correct?" And stop. Use her or his language. Speak back to them in exactly the language they have shared with you. Two things are gonna happen here. Well, maybe more than 2 things, but 2 things for sure happen most of the time. One is that you're gonna feel them go [Sigh]. You're gonna feel them feel into the fact that they have actually been heard, and seen, and expressed. And it matters. And this is why if you remember— I don't know if it was on Day 1. I think it might have been when I was talking about people crying. Man, most of us don't have an opportunity in our lives to be fully expressed, to be seen and heard.



So, this act of generosity before you start spilling the beans about what you can do for them is really important. It builds a whole another layer of trust and rapport when someone knows that you're really in it with them. Okay? The other thing that could happen is you might have gotten it wrong. Blooper alert. You might have spoken back what you think she wanted you to know, but she might see that she has a whole other thing going on. Right? She might say, "Well, yeah, that's true. However, what the real problem is is that I'm really scared. I'm scared I've been married for 30 years. I'm not sure I'm gonna make it. I don't know if I can jump into my business right now because I have these other things happening personally." Okay? This is an opportunity for someone to really open up to at a new level. Okay?

Tomorrow, we talk about uncovering objections. I'm gonna give you the language to use to move someone through the places that they take themselves out of the game because it's a little bit of a human condition that we stay more comfortable. And you know, that's okay, but chances are if somebody has shown up for themselves and registered to have a telephone call with you, made an appointment, and really opened up their heart, it's a call for help. They want to have some support. They wanna have some partnership. They wanna have the structure and the safety to say yes to themselves for the next level.

And this, Celeste, probably comes back to me again of the psychology of the sale. The psychology is always service first. So, we kind of get that in a surface level, but it's this kind of deeper transformational conversation that can happen if we're really deep in the emotion. I had a woman sign up for business school the other day who was so cute. She's a darling. We talked like a few days earlier because when somebody signs up, I'm like I wanna to get in a call with them again right away, and get them going, and really support them." I talk to her a few days and she was like "I wanna tell you something." And I said, "What?" She said, "I got so excited I feel like I made an emotional decision." I said, "Oh, congratulations."

We all buy from emotion. We justify things with logic. Right? Because we do business growth strategy, we tend to say, "Okay, look, if you're gonna invest in a program and if you're gonna invest in a program like a business school, which is 7,500—"



One of the things I haven't told you and I don't wanna have a brain fart here, but I will wanna speak on the train here. If somebody comes into our world at any level, we invite them to take the top 20% of what they're investing into a program and into partnership and make that their charitable donation. And I think it's important to share this with you because there might be something in it for you in your own business.

You know, we believe at Limitless Women that giving cause is growing. And the biggest objection we get when we're fundraising is women saying some day when I get there, when I make more money, then I'll give. And here's what I know. If you can find your way to investing and buying something, you can find your way into making a contribution. So, what we say is if somebody comes in at 7,500, 20% of that becomes your charitable donation to the charity of your choice. Right? So, 1,500 comes right off the top and then the students who come into business school pay the balance of 6,000 to us.

And we wanna make it super easy. You know, you can do \$500 down and make payments for a year. We don't care. It's a lifetime program. So, once you come in, you're supported for the lifetime of your business, which is kind of cool. Okay. So, why I said that is this. We justify it. Right? We say, "Okay. If I'm gonna invest \$7,500 into an education program to give me the systems that I need so that I can become profitable and really get off this financial rollercoaster, I invite all of our prospective students to ask themselves can I see how this \$7,500 is going to turn into \$75,000 in revenue over the next 2 years."

Yeah. I don't care how long it takes you. If you wanna make your 75,000 back in the next 3 months, I sail hallelujah. Maybe you make it back in a month if you have an event, you have a big launch. You can make your money right back right away. However, I want you to think strategically like a business person. And why I'm sharing this with you is that when we did your business model on Day 1 and we said who is it, what are they struggling with, and how are you uniquely qualified to partner with them to find a solution, those of you that have softer offers, meaning that you're not creating business growth or revenue generation, you need some help around your messaging.



And you need to really get clear in your own heart about the impact and the results that people are gonna get from the work that they do with you. Okay? And this is gonna be something that will work on Saturday in you building your script because I've got to tell you I've set aside these 3 hours to really help each one of you who wanna show up get your language clear. You wanna be able to very quickly be able to say to somebody "Hey, let's use marriage, let's use divorce as a topic." Not that I wanna put that out there for anybody. But having been through a divorce with a really generous, amazing first husband, it's tough. Right?

And when you're in it, if you're a person who wants to make it work, the value of the support that you're gonna get from the program that you invest in, be it counseling or a marriage improvement program or communication program, the value is priceless. And you've gotta to know how to lead your people through that. But first, you have to find out how they're feeling and you have to really touch their hearts. So, the secret sauce of reflecting back to them what they say in their own words and then asking them "did I hear that correctly" is priceless.

Let me pause here because I've been asked about it and I wanna know what comes up for you in this conversation. And I think it might have been Heidi or it was Nancy, but I think it might have been Heidi who has already been practicing. She's been practicing her reflective listening even without having the class. She kinda knew what was happening there. Let's see what she got. Let's see what comes up for you. We're probably split on the 3 in the 5. Maybe I have to do both. Tell me what comes up for you so far and what you've heard here— What questions do you have about this or is there anything that you think "oh, I could do that, that would be helpful"?

And while I'm opening for questions, you may also bring up anything from the last few days. So, often when we're live and we're in person, we go to sleep and come back the next day. We start our mornings with like popcorn because there's so much stuff that once the brain gets a chance to settle, it starts coming up and so people have a lot of questions. They have a lot of shares. They have a lot of reflections that present for them. So, has anybody found this interesting or helpful? I have to tell you that this piece is a million-dollar distinction. And you won't know that until you do it.



And I would also say that, you know, when we're talking about kind of expectations and how we take ourselves out of the game, one of the things that I see because I tend to attract very intelligent women into my community is that sometimes we're too cool for school. Sometimes it's like "Oh, I already did that" or "I already got that." And I wanna tell you that since you've invested the time to be here, I'm gonna highly encourage you to actually do the practices. And I have a kind of a Lauraism, which is that if I'm full of poop, your old life will be waiting. So, try this out. You've invested the time to be here. Try out some of these steps in your work. Those of you that are doing the homework, I acknowledge you. Thank you for showing up and doing your shares. I saw a whole bunch more of them before I got on today. I wrote to a lot of you last night. So, let's continue the conversation. Don't be too cool for school, you know. This is a very simple thing that will create exponential results for you in your sales conversations.

All right. Who has something to share about their experience? Maggie says, "Absolutely, it speaks to me after reading the book how to win friends and influence others. I find you're speaking the same language language." Cool. Yeah. You know, we were talking yesterday about Scott being so powerful as a sales professional, right? I mean he's really good. Really, really good. And he loves to find something to love about someone. This is that next layer of affinity where you're removing the blinders. You're removing the places where people get stuck because they have a safe space when they hear that you're actually really listening to them. All right. Nancy and Key says, "I always come in wondering if I'm too cool for school."

Mentally delighted. Are you talking at this school, Nancy? Yeah, I hope so. Yeah. Thanks. #Humility. So sweet of you. I'm gonna take that this way. I hope I didn't interpret that in an arrogant way, but I think you know this is the piece. This is really a great example of what's tried and true. You know, we talk a lot when we're doing marketing training, we're doing the flow retreat. You're focusing a lot on the marketing.

Here, this is the thing I've gotta tell you. Relationship building is the place where it really is an art and a science. And these subtle nuances are the places that I can give you, that I can tell you your success lies in this. Your success does not lie in the deliverables or the packaging and pricing of your programs. Now, one of my personal favorite things to do with private clients is help them get really clear on packaging, pricing, and messaging because it just makes it very fluid to ground in the positioning.



Remember we're talking about the difference between positioning and posturing? When you're really clear about who you people are, when you're really clear about how you can help them, that stuff makes the conversation easier and you can speak with more confidence. However, the magic happens when your prospective partner says yes to themselves and chooses to invest in themselves in a trusted partnership with you.

I have a new creative who's on our team who's a genius. I love her. She's really, really great at what she does. And she's new as a business owner. And she's a little sassy, which is one of the reasons I like her so much. She's really good. And so, it was interesting because we had a little bit of a conversation this morning. And this is where I was thinking about how this stuff shows up everywhere. And you know, she's mad because I'm not on her timeline. You know, it took me back a little bit. And I thought "Well, that's fascinating." What does her timeline have to do with my outcome? I want you to think about that. When you earn someone's trust and you earn the right to go into business with them, I will remind you that it is their journey that you are here to support. It is their timeline that matters. It is their results that they are working through and through with your support. It actually is why energy happens and an exchange happens.

So, you know, we talk about money being the easy part money. Money is simply an exchange of energy. We just happen to call it dollars in the United States. You guys call it different currencies in different places, but all it is is there's a person with a problem. There is a person with a solution. They decide to come together and there's an exchange. It's an exchange of service and compensation. Right? It's this beautiful dance of giving and receiving. And I think you know for this context of the conversation for sales, I want you to remember that you're gonna take this energy with you right into the relationship. And if you lose sight of it, if you get excited about what you can do for them, and they're not engaged, and they're not with you, it's not gonna work. Okay? It's the same in this.

You know, we speak often in our community in the language of love. You know, it's one of our core values. We believe love is in the details. And every person on our team before they get to communicate with a human being, with a trusted client and a trusted partner has been highly, highly vetted by me to make sure that they have their head in the game, which is no matter how annoying a client might be, it is our honor and privilege to serve them. We get to be in partnership with them.



And so, everybody that's on our team comes with that beautiful spirit of service. And some of you have been around for a while.

Please, you know, put in the chat some of your comments about your experiences of being loved on by Josh at a live event, being loved on by Andrea, or being loved on by Audrey, or being loved on by Donna when she is supporting our clients in their social media work. You know, talk a little bit about that. That's the places we bring people on. I want you to remember that this conversation about enrolling folks is only in some ways, you know, your first or second date. Kate had a question yesterday about there was a woman and she wants to do it, but she couldn't see it financially.

My response was "Okay, great, what's the next conversation and what's the next conversation?" If you're gonna truly partner with someone, I want you to think about the value of that client, of the course of your lifetime, and what would it look like to really be in partnership with them for the next 10 years. What would they invest in their continued growth and expansion? They're gonna invest somewhere. So, why not be the partner who grows with them?

[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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