

# Components of *SOULFUL* Sales Conversations Workbook



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Proffit  
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Mindset \* Marketing \* Money



# *It's All About* **CONNECTION**

Sales. It is not scary. In fact, it is beautiful because at the heart of sales is CONNECTION.

Sales is both an art and a science. Here at Proffit Coach we like to say that sales are the oxygen that keeps the heart of your business beating.

In this workbook, we will explore the components or the "science" behind the sales conversation so that you can sell from a place of heart-centered connection and not be so afraid to ASK FOR THE SALE!

Before you start selling, please note that it is important that you have clarity on these 3 things:



## **Package**

Your offering has to be clear and easy to understand.



## **Pricing**

Clearly defined pricing that is reflective of value of package. Hourly rates are not always best pricing strategy



## **Process**

Having a clear process for the customer journey from lead gen to post service is super important. This includes your backend process.

# Start Here...

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## **Package**

Are you clear on your what you are selling & the impact or transformation it will have for your ideal customer? Use the below space to list out as simple as possible what you sell.

## **Pricing**

Are you clear on your prices? Do you feel confident about the price? Do you wish it was higher and if so, what is stopping you from charging more? If you are a service based business, have you calculated the amount of time you spend (including admin and non-client facing time) delivering service?

What is the VALUE of the impact or transformation of your service/product offering? Think beyond dollars here...time, energy, emotions can be listed out. Use this space below to reflect on

## **Process**

Process or operations in your business is really important to be clear on. This includes understanding how your clients find you (often called the funnel), how they buy (ie: pay) from you and how they receive delivery of services/products. Ensuring you have as many of your ducks in a row makes for smoother selling! An extra sheet of paper may be useful here. Document out the process aspect of how someone buys from you.

# *Soulful Sales*

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Think about a time when you were on the customer side of a sales experience that was really enjoyable. Reflect on what happened in that experience that made it enjoyable for you.

*What is soulful selling?*

How do you want to feel going in to a sales conversation?

How do you want to feel during a sales conversation?

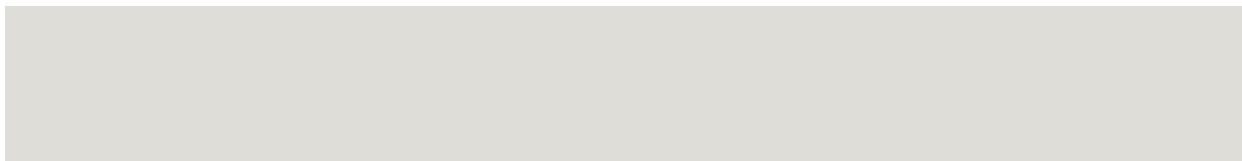
How do you want to feel after a sales conversation?



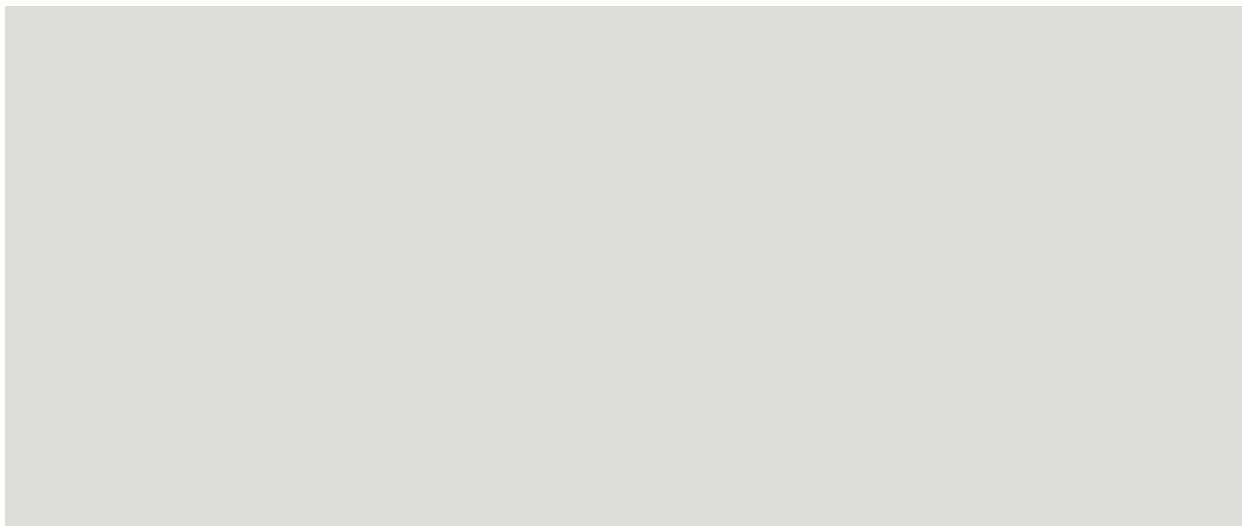
# *Soulful Sales Conversations*

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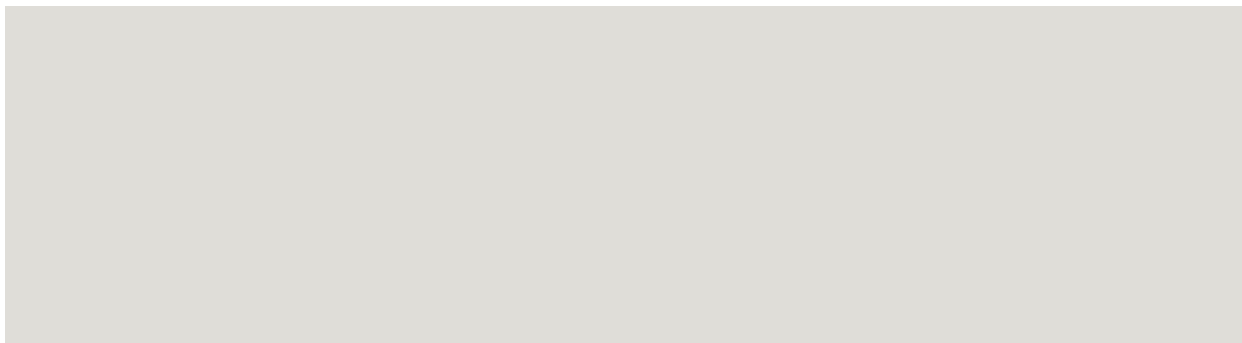
## *Intro*



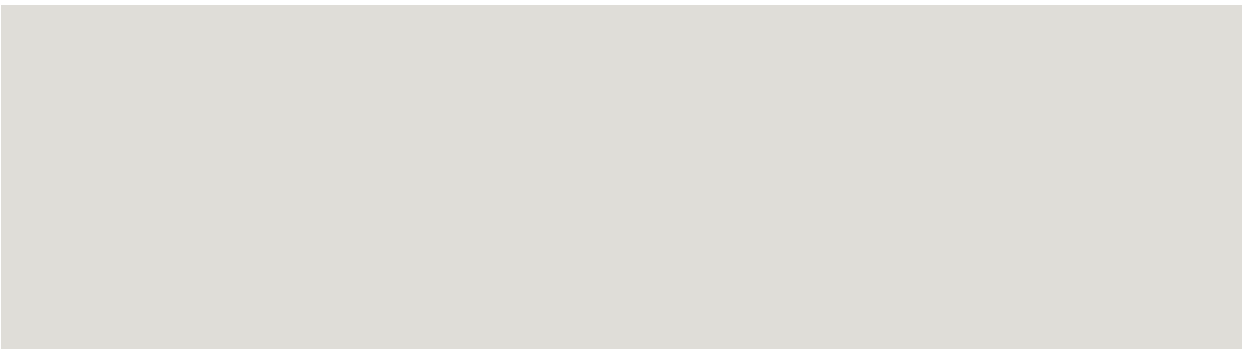
## *Customer Discovery*



## *Recap*



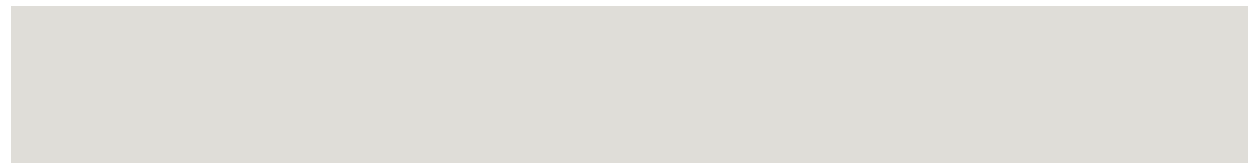
## *Value Presentation*



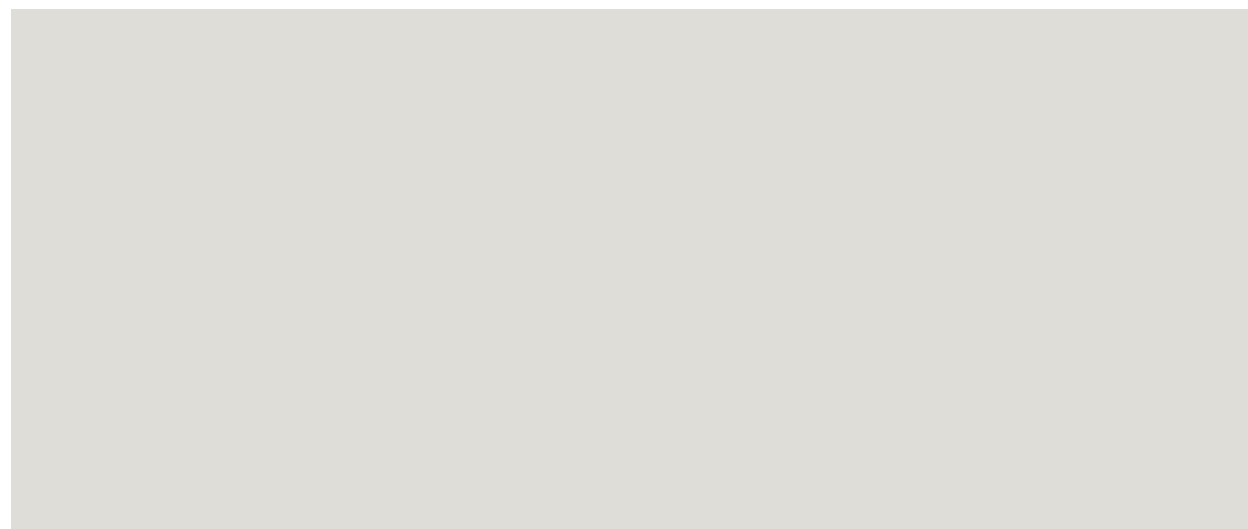
# *Soulful Sales Conversations*

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*Energetic Buy-In*



*Ask For The Sale*



*What if they say NO?!*



# *Soulful Sales Conversations*

*Clarify Objections, Recap, Repitch, Repeat*

## **Summary of Components**

- Intro
- Customer Discovery
- **Recap**
- **Value Presentation**
- **Energetic Buy-In**
- **Ask for the Sale**

**They said Yes!**  
Go through new  
customer process

**They said No!**  
Go through the Clarifying  
Objections & Repitch Path

*Homework & Follow Up*

## Thank You...

If you want to feel more joy and alignment in your journey to business success, let's connect! At Proffit Coach, we take a holistic approach that helps guide you in the mindset, strategy and tactical areas because how you do anything is how you do everything!

Book a connection call with me by [clicking here](#)

*Go sell with love,  
Alison*



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