



ELEVATE YOUR SALES MINDSET

Sales isn't just a part of running your business. It's the lifeblood of your success. Until you embrace this truth, you'll likely struggle to grow your business.

CLAIM IT

You can be of service AND you can embrace your ambition, your big goals, your desire for abundance and freedom.

WHY WE AVOID SELLING

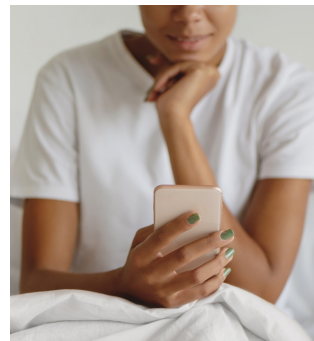
“...I can’t believe you’re exploiting yoga teachers this way. They don’t have any money to pay for marketing. You should be ashamed of yourself...”

We all have fears and limiting beliefs. Mindset blocks. And the beautiful thing about being an entrepreneur is that you get to know them, and work with them.

WHAT'S STOPPING YOU

- I don't have time
- I feel unmotivated
- I'm exhausted all the time
- I'm not good enough
- Other people are so much further along.
- I don't want to be judged

There are a lot of different scenarios as to why you might not be creating that offer and asking for the sale, even though it's your dream and you know you want this.



Why do we do that? Why do we distract ourselves? Why do we avoid the things that matter, that we know would have a huge impact on our life?

**THE FIRST STEP IS TO NOTICE YOUR
THOUGHTS AND ACTIONS.**

To notice of when you do that. To notice
when you are distracting yourself. To
notice when you are unconsciously
avoiding the things that you say you want
to create in your life.

We all unconsciously do this all the time.
We don't realize that we are distracting
ourselves or that we are unmotivated or
that we are procrastinating because we
are afraid.

What we are talking about here is the ability to experience discomfort, those fearful emotions that might show up when you put yourself out there and offer something for other people to buy. You are opening up yourself to be judged and to fail, and that's scary.

**ANSWER THE QUESTIONS IN THE
WORKBOOK**

#1

What current thoughts do you have about selling?

#2

Where do you think those thoughts come from? What is your earliest memory of having this same thought?

#3

What kinds of feelings does it bring up for you when you think about selling?

#4

What results (or lack thereof) has this caused in your business?

Write down your thoughts on a piece of paper and ceremoniously release them, burn the paper or throw it away.

UPLEVEL YOUR SALES MINDSET

#1 PURPOSE

Defining your WHY helps you narrow down where to put your energy and go after it. The more you can crystalize your intention of what you want to create for yourself, the more you can manifest it.

WHY THIS IS IMPORTANT

- Being clear on what's your vision will give you the inspiration that guides how you think, how you act and how you communicate.
- When you're clear on your WHY, and this inspires everything you do, you give people a reason to care.
- When you operate from this space it keeps your energy passionate and authentic.



#2 RESILIENCE

Nobody is successful 100% of the time.
Selling means to be okay with rejections.
Because you'll get them, for every sale
you get 10 or 100 rejections, and you have
to be okay with that.

BELIEVE IN YOURSELF

- If you don't believe what you're selling will solve your customer's problem, they'll know.
- Before you can sell someone else, you have to sell yourself. Be confident and expect the yes.
- After all, if you truly do believe your product is their solution, why wouldn't they buy?



People pick up on subtle clues in your tone of voice, your body language, and the way you approach things. It's that nonverbal behaviour that can send a bigger signal than anything you say. People sense weakness. They can feel hesitation. They can sense a lack of confidence.

EVERY NO IS AN OPPORTUNITY TO LEARN

- Was it not the right offer at the right time for them?
- Did you not establish trust?
- Was your sales presentation lacking?
- Did you ask for too much?
- Learning why you got a no can help you figure out how to get better at sales the next time.



“I’ve missed more than 9,000 shots in my career, I’ve lost almost 300 games. 26 times, I’ve been trusted to take the game winning shot and missed. I’ve failed over and over and over again in my life. And that is why I succeed.”

Michael Jordan

Here’s one more number to keep in mind:
80 percent of prospects say no at least
four times before ever saying yes. That’s
resilience at work.

#3 CONSISTENCY

Consistency is the secret to success that nobody talks about. You need to be consistent in showing up. In being present. In being stable. In talking about your offers and sharing content.

BEING CONSISTENT CREATES CONSISTENT SALES

- Don't expect to see results when you show up on Instagram maybe once per week or disappear for weeks at a time.
- Are you wobbling when it comes to business decisions. Where are you changing your mind all the time and going back and forth.
- Showing up consistently affects the energy you put out and that attracts your potential customers.



How can you be more consistent and stable in all areas of your life? Are you clear, anchored in your direction and your vision? This gives people trust to invest in you.

In the next modules you get all the systems to set up funnels and sell more, but without your energy and your mindset in the right place, you're going to struggle to see the success you're hoping for.



THANK YOU

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