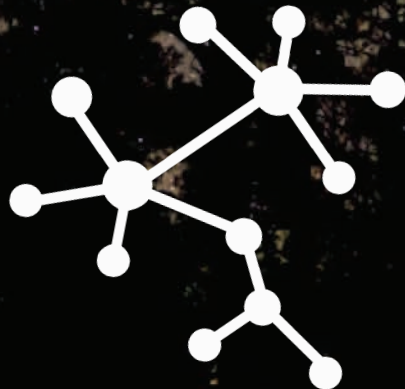


ANNA SCOTT

THE
MAGIC
OF
CONNECTION

*MASTER
SALES*



*FROM THE
INSIDE OUT*

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Foreword

At its core, this book is about challenging the way you view sales. Instead of delivering quick life-hacks or scripts to help you close the deal, Anna's approach centers on looking at sales as a means of connecting with yourself and the world around you. For entrepreneurs struggling with finding customers and generating revenue, this difference means everything.

But this is more than a sales book.

As part of my collaboration with Anna, I felt that it was necessary for me to put her words into practice. While this experience has helped reshape my perspective about selling, what surprised me was how much her approach has helped me in my personal relationships.

I've come to understand that sales wasn't the only area of my life in which I often experience my own thinking about circumstances as opposed to the actual circumstances themselves. As a result, I've spent a lot of precious energy making up scenarios and trying to control outcomes. But when I really put Anna's advice into practice in other areas of my life, I was able to experience the freedom that comes from simply being present, paying attention and seeing where things go.

The role this book will play in your life isn't for anyone to guess, but you've made a very important first step: you hit the download button.

Now all that's left to do is keep your mind open and take it from there.

-Kaisha-Dyan McMillan, Co-Author

Introduction

I've been in sales since I was 21 years old. At the time, I owned a house cleaning and a catering business and used sales to gain customers. When I graduated from UC Davis with an art history degree and no idea how to use it, my brother scored me an interview with AT&T. I wound up working in the call center where my job was to answer the phone, resolve the client's issue, then try to sell them something, all within 3 minutes or less.

Over time I transitioned into larger sales roles within the company, first in corporate sales then in national sales, before moving on to work with startups. Along the way I learned to hate sales. Not just a little bit either; I hated sales a lot. I felt that sales required me to leave my soul at the door and that it was sleazy since the focus was on making a number and hitting a quota for investors. It became a high-pressure, nauseating experience. It was awful.

I really believed there had to be a different way, so about 20 years ago I created a sales program that centered on being able to sell effectively, with authenticity and integrity. I hated selling so much at the time that I did nothing with the program. That's how unappealing sales was to me.

Then I started studying *The 3 Principles* (which I will cover in this book) and I realized that I wasn't actually experiencing sales - I was experiencing my thinking about sales - I came to understand that sales itself wasn't a real, tangible thing. What was real was my mindset around selling, which was based on my experience and the experiences of others I knew. I came to realize that I actually could create anything I wanted with sales, that I could make sales mean anything. After having the insight that my attitude about sales stemmed from my way of thinking, I finally saw the truth about what sales is really about for me: being connected with and in service to other people. Yes, we receive money in exchange for a good or service, but I believe that selling is ultimately about connection, service and learning.

My intention in sharing this program is that I want people to learn how to be deeply connected to themselves and to other people, and to be able to share their gifts and make a difference in other people's lives.

This book is about applying *The 3 Principles of Mind, Consciousness and Thought* in order to begin to understand how we really perceive the world and what's actually operating at all times whether we're aware of it or not.

In this book I will cover:

- How to make a breakthrough in your understanding of sales
- Why making a connection is key to sales
- The power of setting an intention, and how that intention impacts the fields you share with other people
- The reality behind making an offer and setting an agreement
- The pragmatics of sales and performing recurrent actions
- The truth about follow-up and rejection

This book won't teach you selling tips and techniques – that isn't what this is about. Instead, what you will learn is how sales really work.

Let's get started.

CHAPTER 1

Make a Breakthrough.

I have been studying personal development for 30 years, across topics ranging from somatics to the power of thought, and for a long time was motivated by trying to control the outside world. If I could think the right thing, perform the right actions or meet the right people, then my life would be better and I would be happy. Around 2009 I was introduced to The 3 Principles and studied them enough to achieve certification, yet I didn't know *what they really were*.

About 4 years ago I started studying the Principles again but still wasn't getting it. But soon after I studied both The 3 Principles and a chapter from the Art of Possibility by Benjamin and Rosamund Stone Zander, the lightbulb finally went off. Everything started making so much sense that I said to myself, "Oh my God, you have got to be kidding me...it's so simple!"

What I finally realized is that energy is neutral. It comes into me, and I simply perceive it. Consciousness is like a camera aperture, so whatever it is that I am able to see – that idea, person or situation my consciousness is focused on – is what results in my having thought. I'm never actually experiencing the outside world; instead, I'm experiencing my own thinking every single moment of life.

What this realization gave to me is that I no longer have to manage my own experiences because my experiences are my own thinking.

This is the heart of what the 3 principles teach us.

The 3 Principles

Sydney Banks was a Scottish welder with a 9th grade education, and he created profound insights known as The 3 Principles: Mind, Consciousness and Thought.

These 3 Principles are going on behind the scenes and even though we don't necessarily see or understand them, they are at the root of what's really happening around us. When you understand the 3 Principles, life becomes different. You don't do anything with the 3 Principles. The 3 Principles are operating all the time. They explain how we have our experiences.

Here is my attempt at explaining the 3 Principles:

MIND

Mind is universal energy, the intelligence that creates all life. Some people call it God, some call it spirit, and others call it universal intelligence. In this book I refer to it as universal energy, but it's the source of all life. Every human being is created from universal energy, and universal energy is running us. It's running the whole show.

Every human being comes from the intelligence that makes this planet spin around the sun, makes the tides go in and out, makes a purple tulip bulb know that it's a purple tulip bulb. This intelligence lies within every human being and it's so simple that it's hard to see.

UNIVERSAL ENERGY VS. "JUST KNOWING"

Sometimes knowing is universal energy, but there's a feeling to it. You're able to feel yourself connected to something larger, and things feel lighter as a result. We each perceive this sensation differently – some people hear it as a sound, some people see it as a color. But it comes across as easy, there's lightness to it. It feels spacious, big; it feels connected to something larger than oneself.

This universal energy has a feeling to it. The closer we are to universal energy, the more we begin to experience a certain feeling in our bodies. Universal energy is like the nozzle of a hose – it turns on. It's available to us 100% of the time.

THOUGHT

Thought is the water coming out of the hose of universal energy; it's the gift of universal energy. And it can come in any package - we can have thoughts that are wonderful, horrible, kind, mean, scary, or insecure. Part of being a human is that we're going to have all this different kind of thinking. And there's nothing to do about it, it's just what human beings do. We're not trying to fix or change this, or to get better thinking. We just want to know that as human beings, we think. It's a gift because that thinking allows us to create, which we're doing all the time.

When we create scary thoughts, we create a scary life. When we create mean thoughts, we create a mean life. And we don't always have a choice of which thoughts come to us; they just drop in. The power is to be aware that we think.

We all come from universal energy, and in turn universal energy gives us the capacity to think. Thought comes into our experiences and there are all kinds of thoughts. But when thought quiets

down and we don't take what we're thinking too seriously, universal energy is working underneath all that thought, resulting in feelings of innate wellbeing and knowing.

Thinking is designed to help keep us safe. It allows us to stop the energy, separate from it, and determine if it's good, bad, right or wrong, all with the goal of achieving safety and wellbeing. We experience the energy and then we turn it into thinking.

Like the other side of a coin, the flipside of thought is emotion. In our culture, we try to manage our experiences, but it's our thinking that creates our experiences. Thoughts create emotion. This is why we have all different kinds of emotions throughout the day. But what happens is we end up having a dance between our thoughts and emotions, kind of like a salsa or tango, where we go back and forth between judging our thoughts, processing them and making them wrong. In the end, all we end up doing is simply producing more thought. When you throttle a motorcycle really high, you don't expect that it's eventually going to stop. Once we start thinking, it's like we're revving that motorcycle, and all it's going to do is keep revving.

But instead of throttling the motorcycle until it stops, what happens if you just get off the bike and go do something else? When you change your focus to something you love for awhile – say, taking a nap or going for a hike – your thinking quiets down. The system rights itself. When we don't like the experience we're having we want to run away from it, but our system will return to balance if we let it.

When you're in your thinking, the key is to realize that there's nothing to do about it and that things will come into balance if you simply let them pass. This is how the human system works.

Our emotions are the indicator light for what we're thinking. They are there to say, "Pay attention, wake up!" If you feel like crap your thinking is off, it's not who you are. What's tricky is that our thinking is designed to keep us safe. Our thinking is personal, not universal. We hold onto and carry our memories into the future even though those memories don't necessarily reflect reality. Our memories may come with emotions, but those emotions don't have to own us.

An example:

I recently lost a very precious bracelet of mine, which still makes me sad. The thinking I started to have was "What a fool I am! My life is out of control, how could I be such an idiot?" and I felt miserable the entire time I was thinking these things. Then I paused and a new thought came in: "I hope whoever has this bracelet is enjoying it, and it brings as much love to them as it has to me." In that moment, I had a different experience.

I've been told that if my thinking feels crappy, don't believe it because it's not a true reflection of universal energy. When a thought feels wonderful, it's connected to a source and is more of the real truth. From the example of the bracelet, the truth is that all life is impermanent. We think we can hold onto everything but it's not true, life is always changing.

Underneath all of our thought is this universal energy, our mind. When our thinking quiets down, our nature bubbles up. Our nature is innate wellbeing, it's a good feeling. When it comes to describing wellbeing, a client of mine said it best: fantastic is the baseline.

This universal energy is a feeling. You can't see it or touch it, but you can feel it. We all experience it when our mind quiets down, when we do something we love. Doing something we love causes our thinking to stop.

When I'm in personal thinking I'm trying to figure it out, control it and manage it, and I feel like a hamster on a wheel. When my personal thinking takes me there, my body feels tight and I get anxious. But when we are connected to universal energy, the mind tells us where to go, what to say, what to do, when to do it, how to do it. We trust that energy as a result.

CONSCIOUSNESS

Thought feels real because we have consciousness. Once we start thinking, our consciousness makes us aware and that thought becomes three-dimensional. We feel it.

There's power in knowing that consciousness is always operating. What you're actually experiencing isn't the circumstances you're facing; you're actually experiencing your thinking about those circumstances. This isn't a good or a bad thing, it's simply a fact that when thought emerges, you believe it to be reality.

Universal energy is the intelligence that creates all life. Thought is the gift that universal energy gives us – we create from it. Consciousness makes us aware of thought and the feelings that emerge from those thoughts. In the appendix I have a list of book titles so you can read about and explore this further.

Sales & The 3 Principles

To me, sales is thought.

We all have thoughts about sales. Take a moment to pause and reflect on the following questions:

- What is your automatic thinking about sales?
- Can you be aware of how you perceive sales?

Now when you think about sales in this way, notice how your body feels.

The human body wants to stay alive. If we perceive something as painful or dangerous, the body doesn't want to do it because it thinks it will die.

It takes a significant amount of energy to overcome this; you can think all these great ideas about sales making a difference in your life, but if you perceive it from a place of pain you won't do the action. You can tell how you perceive sales by the way you feel in your body - your body will tell you the truth. When you love sales, your body is relaxed each time you do it, you're not tense or stressed out. It's not until we see something new about sales, the truth of it and have an insight, that we will do it.

This is how I perceive sales.

We have a lot of thought about sales, but we can actually turn sales into whatever we want it to be. To me, sales is about connection. It's about connecting and bringing our gifts. We're always connected and when we're with people, the connection awakens through consciousness. The connection becomes three-dimensional when we meet someone face-to-face, but that connection is always there. Like life, sales is always about connecting. All we're doing is bringing our gifts.

We each have our own unique design and gifts. Dr. Donald Epstein figured out that each human being has his or her own unique way of walking, and it's represented by a mathematical formula. You have your own design. You see the world the way you do and no one else sees it that way. When you meet with people, it's to understand that they don't see the world the way you do. You have gifts to serve humanity, and we're all here to serve - every plant, animal, and microcosm is in service to something else. So how do we get curious about other people and determine what it is we are to provide in service to others?

To me, sales is about viewing the world the way you see it and discovering if you can be of service to someone. Consciousness makes all of this come alive, it's everything in life. Consciousness enables

us to feel things, sense things and experience the energy. It makes us aware of our thinking while allowing us to connect to something larger than our thinking.

Remember the camera aperture? When the aperture is really small we can't see that much because we can only focus on one thing. But when the aperture expands – when we have more consciousness – there's so much more to see and be aware of.

It's important to understand that these principles are working all the time. Universal energy is coming through us and it's operating; it's beating our hearts, it's removing toxins through our livers, it's digesting the food through our stomachs, all without us having to think. All of this is universal energy.

If we let universal energy do its job, life is much easier and more fun and you can focus on the magic in life. It's how the trees bloom, how camellias know to come out in December and January, how the earth spins around the sun.

Universal energy: to me it's magical, and we're all a part of it.

Chapter 1: Exercise

Think about a time when someone sold you something - a product or service - that made a difference in your life.

How does your product or service make a difference in somebody else's life?
Think of 20 ways.

TAKEAWAYS:

- You're always experiencing your thinking.
- Emotions give you your feelings and consciousness makes you aware of those feelings.
- Universal energy is always working.
- Sales is made up. You can make it into any experience you want it to be.
- You have gifts to share with other people.

CHAPTER 2

Connection

It is my belief that sales is about connection, and here's why: The truth is that we are all connected. We are one intelligence and we're all connected to that intelligence. The thing that disconnects us from this intelligence is our own personal thinking.

We understand Mind, Consciousness and Thought, but how do you start building a connection to yourself and to others? When thinking about connection, consider 2 people each holding the end of a rope.

If they're really connected, when the first person starts to move and change direction, the other person follows.

But if only one person holds onto the rope, there is no direction for the other – the second person doesn't feel a connection or know where they're going.

In your life, how do you pick up the end of the rope and be connected others?

Here's how I do it:

I have a quiet mind, I feel my breath in my body, I pay attention to the space around me and I don't have an agenda. I don't think of someone as a client or a prospect when I'm calling or meeting with them. Instead, I see them as a human being, a person. Seeing them in this way makes the experience different. All I'm focused on is getting to know the person and connecting, and I do this by being curious and listening.

I listen to what's behind people's words, to the energy of what they're saying. I listen to what a person wants me to hear, and from there I simply point them in a direction. All I do is offer, that's it.

Whether it's a sales call, a date, an interview, or a chat with someone you've just met, the focus is the same: how can you make a connection with this person?

The minute your focus shifts from connection to an agenda, your own personal thinking - "This is a sales call, I need to close the deal" – then your consciousness becomes limited. That aperture gets smaller and you stop seeing the person, you drop the rope. If you're not connected enough to really know the person, then you can't move forward. The most important thing you can do is to be

connected to a person and follow where the conversation is going, without an agenda.

Once you have met and connected with someone, ask yourself...

- Do I clearly know what this person wants?
- Do I really understand what they think the problem is?
- Do I understand what's really important to them, what they value?
- Can I clearly see their thinking?

When you listen, you're seeking an understanding of what this person really wants, what they care about, what they value, and what they think the problem is. Are you able to see a new possibility based on what they've told you?

When the answer to these questions is yes and you can see those possibilities, then you're ready to make an offer.

Building Rapport

The rapport is the connection.

With rapport, we're looking to build a relationship where people feel safe, they feel heard and cared for, and that someone is genuinely interested in what they have to say. When building rapport you're really listening for what people value and care about and to see if there's a natural, authentic fit with what you're able to offer. Personally, I want people to feel loved but not from an intimate sense - from a universal sense.

To help build a connection, there are 3 types of listening.

- There's listening for agreement. When you listen this way, you're saying, "Oh yeah I understand. We're on the same page."
- There's listening to prove you're right and somebody's wrong.
- There's listening like a rock. You're listening to simply understand and see what moves you, what strikes you, what you understand. This way of listening really helps facilitate a deeper connection.

When I listen I'm open, curious and non-judgmental. I have no agenda. I pay attention to what's in front of me and create space for people, and as a result they feel safe with me. During a call or meeting, I'm listening for what the other person really cares about, what they long for, what really

matters, their values. I make space for them and while I may also have desired outcomes, I don't let them rule me. I'm listening for where the conversation is going rather than trying to make the conversation go somewhere. That's the difference.

Building rapport and holding onto the connection throughout every step of the sale is important, especially when problems inevitably arise. There will always be situations where one person thinks A and the other person thinks B – misunderstandings are part of life, they're inherent byproducts of thinking. But rapport allows this thinking to balance. It allows you to see things clearly and have a better understanding of how people are thinking.

I had a client who was trying to negotiate (which is a sale) for an investment in his property. The focus of his negotiation was on getting the best deal. That's not the same as rapport, and it creates a very different relationship. It's not wrong, but what happens is the rapport is never developed, or it's used as a gimmick, tip or technique. This approach produces very different results: there's mistrust and skepticism, and it delays time because as human beings we crave that rapport, that connection.

Building rapport is the most important aspect of any relationship, and it's the most essential component of sales because it touches every step of the process. There must be rapport in the first meeting, in every follow-up from the first to the ten thousandth, during the development of the relationship, through discovery of whether or not there's a need, in the presenting of an offer, in the establishment of an agreement, and in the fulfillment of that agreement. In each of these steps you're always looking for the connection.

Rapport is negatively impacted when we think we're not connected, have scarcity thinking (there's not enough), have righteous thinking (I'm right, you're wrong), or feel insecure. Rapport gets lost when we lose sight of the connection. In these instances being right, wanting money, or looking good become more important than the connection.

The gift of rapport is that it makes for long-lasting relationships and enduring sales. It makes referrals much easier and builds an identity for you even if that's not necessarily your objective. You're building rapport because you understand that fundamentally, we're all human beings, and that's what we long for.

Chapter 2: Exercise

Practice talking to someone in the 3 different listening styles and see what you notice.

TAKEWAYS:

- The power is in the connection. Connect to yourself first, then to the person in front of you.
- Listen from a place of understanding, seeing what you see.

CHAPTER 3

Intention

Now that we understand Mind, Consciousness and Thought, and we understand connection, we have to become aware of our intention.

I believe that every human being's primary intention is to survive, and there's nothing wrong with that. In sales, how we survive is to get a sale so we can have money in order to pay our bills and have food and shelter. The power lies in being aware of our intention, accepting our humanity and setting a larger intention. If we aim for a higher intention, the lower intention of surviving just falls into place naturally. When we're connected to universal mind, our intention is always to serve others.

With sales, it's wise to pause before you go on a sales call, pick up the phone or send an email, and decide what is your intention. See if you can be aware of the human side of trying to get the sale or their approval – these are lower intentions. A higher intention is to always want to be of service to someone, to make a difference in another's life.

I created a separate chapter on this because it's so important to be aware of your intentions. Here is the truth of what it means to be a human being: as humans we all long to be liked, loved and approved of. This is our human intention. If we're not conscious, we can create using this intention. When we are in sales or any kind of relationship, this can get in the way of us seeing clearly. There is nothing wrong with this intention but it is not useful. It takes us out of connection and possibility.

We need to learn to accept this truth of wanting to be liked, loved and approved of. There's nothing wrong with this, but it can get in the way of our ability to achieve truly powerful results because it becomes personal. The power lies in acknowledging that intention, accepting it, then pausing to create a natural intention.

This is an example of when someone had a personal intention of wanting to be liked, and what the consequences were:

When my daughter was about 6 months old, there was a period when she cried constantly and wasn't sleeping. I was exhausted coming into work. One day a coworker volunteered that she had an idea of what might be going on with my daughter, and she recommended I take the baby to a cranial-sacral doctor. I followed her advice and after one session, everything completely changed - my daughter's constant crying stopped, and she was from then on able to sleep peacefully throughout the night.

When I returned to work I was grateful...and completely pissed off. My coworker had watched me suffer every day for 6 months and said nothing. When I asked why she hadn't offered a solution sooner, she revealed she was afraid of imposing her values. In this example, my coworker didn't speak up because she wanted to be liked. Her intention was to not be pushy, yet because she couldn't see the higher intention of also wanting to be in service, she watched me suffer for 6 months.

Our need to be liked will have us saying things that aren't true, or keep us from speaking up when we could be of service to others.

Setting A Clear Intention

Here are some examples of lower intentions that take us out of connection and possibility:

- I want to be liked.
- I want to get the sale.
- I want to send more information.
- I was this specific outcome.

Higher intentions, on the other hand, sound more like...

- I want to be of service.
- I want to make a difference.
- I want to share what I've learned.
- I want to help others with my gifts.

The intentions shape the energy, and the energy communicates something larger than what you're saying. Begin by going out and serving people using your gifts, and you may have already been doing this for some time. After serving people continually for a while, determine how much energy you'd like to put into serving people every day. But instead of making the declaration, "I'm going to do X", which is all about personality and telling the universe what you want, set the intention to serve people by allowing universal energy guide you. For every oak tree, inside that little acorn is the intelligence to grow that tree. In the same way, universal energy will give you guideposts if you listen, but you have to trust what it's telling you.

Here's my example: I set the intention that I had something to share with the world, so I started developing an online course. I eventually determined that I need to speak with thousands of people, which I admit felt really scary, but all along the universal energy kept flowing and I kept listening despite my fears. I eventually came to see that I could reach those thousands of people by offering an eBook through my website, and that the online course I'd been working on could serve as the framework for this book. I started out with no clue how this was going to happen because it's a

different energy level, but I allowed life to guide me.

Listening to universal energy is a different feeling. It's our guidance system.

Intentions can shape universal energy. I believe most salespeople want to get something – money, for example - and there's nothing wrong with that. It just creates a different experience. The power lies in creating an intention that's in service to other people, whatever that is.

The intention can be broad: "I want to help people live healthy rich lives."

It can be specific: "I want to help people be efficient so they can spend more time with their loved ones."

It can be far-reaching: "I want people to have the information they need so they can make clear decisions that will improve the world."

These intentions are different from "I want to get the sale and make money."

The larger the intention, the greater the possibilities.

Understanding The Intentions of Others

My daughter recently told me that I should dress better.

After she said this to me, I started hearing my thoughts - her comment was mean, my feelings were hurt - but then I really tried listening for her intention. When I did this, I heard her intention of wanting to help because she cares about me and she knows my image is important, but initially I perceived her comment as a put-down.

There's power in being able to listen for other people's intentions. Can you feel their humanness, and can you listen for where it came from and is most pure? In this example, I saw how I perceived things – my personal thought – and automatically I became defensive and upset. Then when I really got curious and listened to her intention and what she was really saying, I could hear her love and care for me. She's trying to help me get clients and she's right, my image does matter!

The power in understanding the intentions of others is that you are able to see where people are coming from, what they're after and what's really going on. It allows you to see the truth.

Chapter 3: Exercise

Before you go into your next meeting, write out your intentions:

Start with listing your personal intentions: I want to be liked, I want to make this much money, I want this outcome, etc.

Then list out your higher intentions: I want to teach people this thing or I want to help people do something.

Notice the difference?

TAKEAWAYS:

- Your intentions set the energy. If you're not clear in your intention, you'll default to a survival-energy.
- The power lies in being mindful and setting a high intention.

CHAPTER 4

Making The Offer & Setting An Agreement

An agreement is harmony or accordance, to have the same opinion about something. When you come to an agreement with someone, you want to be sure both of you have a really good feeling. If you don't have that good feeling inside yourself about an agreement, then walk away from the deal because it will go sideways.

The key to knowing whether or not you have a good feeling about an agreement is to stay connected with your body – your body will tell you what you need to know. And you have to get a sense from the other person of what they're feeling, not just focus on their words. Disagreements arise when someone says, "Sure, this works for me", but the feeling inside them is actually the opposite. They didn't pay attention to that feeling. Throughout the relationship you have to check in and make sure the agreement is still working for you, that the feeling is right.

Once you've connected with someone and truly understand what they want, what they think the problem is, what they care about, and what's important to them, and from there you can see other possibilities, you make them an offer.

An offer tells this person, "I can provide you with this product or service at this price." But remember, it's all made up. There can be a lot more thinking about it, but there doesn't need to be.

Now it's time for us to agree about what's being offered, and this is where clarity is really important. Are both of us clear about what is being offered? We both have to both see that my thinking and your thinking are in alignment, and that we both understand what we're agreeing to in terms of the price and method of delivery. The structure and the standards of the agreement must be the same on both sides. Sales break down when this agreement isn't clear because everybody has their own thinking in their own world. We have to make sure that we're in understanding.

Here's an example

When I think of a clean kitchen, my understanding is that the dishes are done and put away, the counters are cleaned, the floor is swept and the garbage is taken out.

Another person's understanding of a clean kitchen could be the dishes are done and put away, and that's it. That person's understanding isn't wrong, but it's a different set of standards and, therefore, a different understanding.

Chapter 4: Exercise

Start noticing your own body and how you feel when you agree to things.

Whether the agreement is with a friend, a lover, a business associate, a boss or a client, become present and aware of how your body reacts. Ask yourself: do I have a good feeling?

When people enter into an agreement with you, are you able to listen less to the words and instead start noticing the feeling?

CHAPTER 5

The Pragmatics of Sales

In this chapter we'll be covering the pragmatics of sales: how to turn leads into conversations, how to meet people, and how to track.

In sales there are pragmatics – this is the human side of us.

We need to be able to study and analyze, see where we're working and not working so we can make adjustments. There's no good or bad, no right or wrong, it's just where we are with sales.

To perform sales you need to do certain things recurrently. If you're going to have a fit body, you'll need to work out a certain number of times a week and eat a certain number of calories - the same is true for sales. But what's right for you is what's right for you. There's no prescription, it's about finding what aligns with you.

The Pragmatics

In sales you want to make a certain revenue number. That's part of our human side. To do that, you need to answer the following questions:

- How much do you charge for your good/service?
- How money do you want to make every month? Each quarter? Each year?
- How many clients do you need to sign on to make that amount of money?

Next, you need to know what your close rate is, so ask yourself: how many calls do you need to make until somebody buys from you?

From there, you can determine how many people you need to speak to in order to sign on enough clients to reach your revenue goal.

Here are some examples:

Let's say your goal is to make \$250,000 this year, and on average each sale of your good or service is worth \$10,000. That means you need to have 25 clients buy from you in order to reach your \$250,000 goal. If out of every 10 people you call, 4 people buy from you, then you have a close rate of 40% (4 divided by 10). So in order to get 25 people to buy from you, you need to speak with at

least 63 people (25 divided by 40%) throughout the year. Put another way, a 40% close rate on 63 people would result in 25 clients.

Using the same \$250,000 goal and average of \$10,000 per sale, let's say 50% of the people you talk to sign up – so for every 10 people you speak to, 5 of them buy from you. You would need to have 50 conversations in order to reach your goal.

If you want to make \$100,000, and the average revenue per client is \$5,000, that means you need 20 clients for the year. If you sign on 8 out of every 10 people you talk to, your success rate is 80%. That means you need to make sure that you're scheduled and on-mark to talk to 25 people this year.

When it comes to connecting, the number of people you speak to is key, which is why it's crucial to have a structure in place that supports making appointments. If you know you need to talk to 50 people in order to achieve your goal of signing on 25 people in a year, then you need to speak to at least one new person each week. You might ultimately decide to raise your rates to make more money, or to speak to more than 50 people, but getting in the habit of making appointments sets the foundation.

EQUATIONS:

Return rate % = Number of clients that buy ÷ Number of prospects spoken to

Number of paid clients needed per year = Revenue goal for the year ÷ Average revenue per client

Number of connections needed to reach targeted number of paid clients = Number of paid clients needed per year ÷ Return rate%

IMPORTANT:

You must determine your success rate even if your business is new. This is why tracking is important (more on tracking later in this chapter).

An example:

Let's say my average revenue is \$3000 per person, per quarter, and I need to work with 25 clients every quarter. I work with some clients just one time, but others stay on for 2-3 years. Right now, I have 13 clients who are working with me regularly, so really I need 12 additional clients in order to reach my goal of 25 clients for the year.

I have about a 90% success rate with people who buy after they meet with me. If I meet with 10 people and 9 people buy from me, I need to meet with 14 people per quarter (14 connections x 90% return rate = 12 paid clients). I need to be scheduling one 1:1 meeting per week with the intention of putting that energy into life.

How should you actually be spending your time?

Here's one approach:

- Spend 50% of your time in actual revenue producing activities. This means your actual way of earning your business, plus any sales related activities (e.g. face to face meetings, proposals, etc.)
- Spend 40% of your time in marketing and administrative duties (e.g., invoicing, emails, blog, Facebook and instagram updates, networking events, presenting)
- 10% of time needs to be on visioning and planning (e.g., 5-year goals, identifying new markets to get into, vision boarding)

(Source)

Now it's time to go out and conduct the sales part of the business.

Sales can come from anywhere. The power lies in how deeply you connect with people. It doesn't matter if the people you're talking to end up buying from you. You're putting the energy into life and eventually something comes back.

This is not a linear, A-to-B process. You might put A into life today, and it might come back to you from the left field or right field 4 days, months or years later, if at all.

You might direct your energy to a new prospect when all of the sudden, you get a referral from someone you haven't spoken with in a long time, and then another person calls you because they saw your website. Connecting with people is just like planting seeds: some seeds might grow into a beautiful garden, but you have no idea when or where. You may have planted a seed in one area of the garden, but the plant might grow in a completely different area because the wind or a bird has moved the seed.

We have control over the energy that we put into life – our mood, the amount of time spent, who we call - but that's the only thing we have control over. We can control picking up the phone and calling people every week, we can control when we follow up, we can control whether we write blogs, set meetings or go to networking events. How we do these things – our energy, and how we put that

energy out – is what's most important.

Our energy goes sideways when we have expectations of outcomes that aren't being met, when what's happening is different from what we think should be happening. It's frustrating when we get caught up in working on a sale that isn't panning out, yet we're not open to anything else that's around us. Sometimes we connect with a prospect and it looks like things are moving forward, but then life happens and the whole thing gets derailed. The power lies in simply staying present with our intentions and our actions because these are the only things that are within our control.

An example:

I had a client sign up for a six-month coaching package, so the next step was for us to set the start date. She was out of town and one day, I suddenly felt that something had changed: despite her telling me otherwise, I knew she wasn't going to sign on with me. Sure enough, I got an email from her cancelling the coaching. She used the excuse of money but I knew it wasn't about that, she was a very wealthy woman. Something changed in her thinking, resulting in her deciding not to pursue coaching. But I felt that this was going to happen so when she said no, I was disappointed but I wasn't surprised. When you get present you are able to see what's really going on.

People get tripped up when they get attached to an outcome, focusing less on the person they're talking to and more on whether or not they buy. The belief then is that it's a waste of time if you don't get the sale. But it isn't a waste of time to plant those seeds because we don't know what will ultimately happen down the road.

Ways to Meet People

You can meet people through face-to-face meetings, networking, public speaking, or participating in an event – a happy hour, launch party, or tradeshow, for example. When I meet people face-to-face, my success rate is very high.

You can also advertise or cold call, but these methods have the lowest success rate because the amount of time, money and energy put into these efforts doesn't translate into a return large enough to justify the activity.

COLD CALLING STATISTICS:

- 1% of cold calling actually converts into an appointment
- 9 out of 10 of top level B2B decision-makers don't respond to cold outreach

- Only 28% of those cold called actually engage in conversations, according to the Keller Research Center
- 84% of B2B leaders start their buying journeys through referrals
- Salespeople are 4X more likely to gain an appointment if they already have a personal connection with the buyer
- With cold calling, there's limited connection and it's difficult to be of service.
(salesforlife.com)

FACEBOOK AD CONVERSION STATISTICS

- The average click-through rate on Facebook ads is 0.9%
- The average conversion rate in Facebook ads across all industries is 9.21%
(wordstream.com)

The power lies in meeting people and in developing relationships.

The most powerful way to get clients if you're in a professional service industry is through one-to-one meetings by phone, Skype, or face-to-face. The best way to get face-to-face meetings is through referrals, to build relationships with like-minded people in your community who would naturally refer you.

Some examples of relationships that are a natural fit for referrals:

A dentist naturally refers to orthodontists, who naturally refer to x-ray companies

Real estate agents naturally refer to mortgage companies for financing, home inspectors, and all the services related to buying a home.

The other way is to ask your clients to refer you to people that may benefit from your goods or services.

Tracking

Tracking is a way to measure. It gives grounding for you to know what you're doing and how it's working for you. When you make the decision to call 10 people then perform the action, tracking what happens gives you a sense of confidence because you know where your words and actions meet. When you schedule client meetings as a result of those 10 calls, you walk into those meetings with

extra confidence because instead of focusing on the thoughts in your head, you did what needed to be done and established those connections. Your words and actions met.

That's powerful.

Tracking doesn't have to be anything complicated, I personally use Excel, but there are a myriad of other tracking resources you can use – here are a few suggestions:

- Google Sheets
- Pipeliner
- SalesforceIQ
- Pipedrive
- Base

Chapter 5 Exercise

Calculate your success rate.

When you talk to people, what percentage of those conversations turn into a sale?

How much revenue to do you want to make?

What's your average sale worth?

TAKEAWAYS:

Your success rate is based on...

- How deeply you listen and connect to people.
- How much recurrent energy you put in.

CHAPTER 6

Following-Up and Rejection

Follow-up is crucial to sales, yet it's one of the hardest things to do because we have all this thinking about what it means when people don't buy from us or return our calls. Most people translate this as rejection.

Rejection causes us to take things personally, and when our intention of being liked and accepted gets in the way of following up, we won't perform the necessary actions. When someone decides not to proceed with what we have to offer, the body tightens because the perception is that the energy is going away. We process this as rejection in order to not feel the change in the energy. But the truth is that people buy from us or they don't. That's all. When we make it rejection, we turn it into something more painful.

It's important to understand that it's all thinking; it's not real. We're painting that picture, and whatever meaning we assign to that picture results in all these different physical reactions to the body – tightening, loosening. The key is to recognize that you're painting this picture and to simply be aware of your sensations and emotions.

The average salesperson makes only two attempts to reach a prospect. Instead of getting caught up in your thinking about following up, let's get to the heart of what following up is really about.

Chapter 6 Exercise

Write down the first 5 thoughts or feelings that come to mind when you think about following up.

Just notice that you're creating your own reality.

Here's the big joke: We don't get to close the sale - people buy from us.

If people aren't buying from you then think about your own behavior. Ask yourself if you are connecting deeply. Are you able to focus only on your intentions and actions? Or are you missing the signals that things are getting derailed, yet you continue to put in the effort? Instead of making sure your seeds are planted and watered, is your time spent staring at that patch of land waiting for them to grow?

We get so upset when the sale doesn't happen, but if we are really present we can identify the signals that things are going south. When we stay present, we can see where things are going or not going, without attachment or judgment. The minute we assign a possible outcome as good or bad, we remove ourselves from the energy of the moment, and we stop listening to the other person. We drop the rope.

Pay attention to your energy when you're following up. What's happening with your body before you follow up?

Are you anxious?

Are you nervous?

Are you tense?

Are you doing it by rote?

Or are you connected to something that you want to care about?

Listen to the timing.

Meditation

I believe in a meditation practice.

Meditation develops the mindfulness muscle so that we can observe our thoughts. To meditate, sit with yourself for five to ten minutes, and observe your thinking and your breath. The mind's job is to think, so that we can survive and avoid pain and danger. The mind has five types of thoughts:

judging, worrying, complaining, desiring, and planning. Identify the types of thoughts you have.

The space between thoughts is where we connect to innate wisdom and universal energy. Meditation helps us develop the capacity to connect to this space more fluidly. We know we're in that space when our thoughts are laced with compassion, curiosity, generosity, kindness, tenderness, possibilities, humor, and love.

You cannot meditate the “wrong way.” If you notice your breath or your thoughts even once, you’ve succeeded. Your intention to meditate is a success. It is your mind’s job to think, and your thoughts are not “wrong.” They are valid. Mindfulness helps us view our thoughts with compassion.

Here are the steps I take when I’m practicing meditation:

1. Center.
2. Bring attention to your heart.
- 2a. Say, “May I be happy so that I can spread happiness. May I be peaceful so that I can spread peace. May I feel love so that I can spread love.”
3. Think of someone you care about and send them happiness, peace, and love.
4. Bring attention to your breath. Feel your body and breath, which brings you to the present. Notice your thoughts and stories, and see if you can fit them into one of the five types of thoughts.
5. Repeat the practice from Step 2.
6. Center.

When practicing meditation it’s wise simply ask yourself, “Who do I need to follow up with today?” See who comes to you, and I don’t mean you should have a list of people as a result. Instead, who is the one person that day that comes into your mind?

When you meditate, things will come to you. If people don’t call back, don’t take it personally or make up stories.

TAKEAWAYS:

You’re not closing the sale. People buy from you.

Conclusion

Sales is ultimately about the energy that you bring into a situation. It's about how you feel when you call or meet with people. We're all human beings and each of us is doing our best based on our level of thinking.

If we learn how to not take things personally, we can perform sales more effectively and have a better time doing it. Then we'll be able to make a bigger difference in people's lives.

APPENDIX I

Recommended Reading

The Inside Out Revolution by Michael Neill

One Thought Changes Everything by Mara Gleason

The Enlightened Gardener by Sydney Banks

The Missing Link by Sydney Banks

The Art of Possibility by Rosamund Stone Zander and Benjamin Zander

The Big Leap by Gay Hendricks

Into the Magic Shop by James Doty

Coming Home by Dicken Bettinger

The Path of No Resistance by Garret Kramer

The Prosperous Coach by Steve Chandler

The Relationship Handbook by George Pransky

The Inside Job by Julie Gleeson

The Five Second Rule by Mel Robbins

The Queen's Code by Alison Armstrong

The Keys to the Kingdom by Alison Armstrong

The Surrender Experiment by Michael Singer

The Untethered Soul by Michael Sinder

The Pathway to Possibility by Rosamund Stone Zander

Web Sites - The Three Principles movie channel

Ted Talks - My Stroke of Insight

About The Author



Anna Scott is the creator of Wisdom Business Coaching, an energy-rich relationships methodology that will take your life and work to the next level. She specializes in working with Creatives, Executives, & Entrepreneurs who are looking to access their innate wisdom and apply it to all aspects of their business and life to create rich results with ease.

Anna Scott's unique perspective on coaching stems from her 20 plus years of experience in generating successful big business for fortune 500 hundred companies and business startups, her thirty-year journey into understanding energy and her overflowing interest in making things work in alignment in the lives of her clients.

During her time as a leader in the business world, Anna began developing and growing tools in self-awareness, life and business skills, and coaching. After training at both the Strozzi Institute and Embodiment International for Somatic Coaching, Anna was inspired to begin a leadership coaching practice for people who are inspired by life, who want to succeed and create something real.

Anna Scott's energy rich coaching method is designed for entrepreneurial spirited people who want to make their dreams become a reality. Her passion is to see and be with people deeply and in their truth, and essentially, to help people live the life of their dreams. Her method thrives off a passion to help transform the lives of her clients by helping them not only reach their professional and personal goals, but also embody them.

WWW.ANNASCOTT.CO



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