

# Selling, Guilt-Free

## Know yourself



If you're confident with who you are and know that your intentions are in the right place (that being...for your customers, not just yourself), then you'll overcome the greatest barrier to selling...YOURSELF!

If you know yourself, you'll be confident with what you know you know, and what you know you don't know.

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## Know your people

Your customers give you all the signs necessary to sell successfully

1. Ask what they need

1. *If your customers are the ones telling you what to sell them, you can be confident that you're not pushing a scham and thus remove nearly all of the guilt from selling*

1. Ask how you did for them in the sales process

1. Ask what else you can do

If you learn more about what your customers REALLY want and who they REALLY are, you'll serve them with less guilt and more confidence, along with having the newly found power to duplicate them in all of your new customers.

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## **Know your products / services**

Once you combine a product / service that you love with the latest and greatest iteration of what your customers tell you they want and need, you will unlock the “selling fountain of youth”...the ability to keep your skills in sales fresh, honest and most of all valuable to your customers.

Never, never, never compromise the right thing for the “right now thing”

Let's keep this one as simple as possible...“I do the right thing, every time”

## **Lay off the Hype!**

Only share / sell the really cool things that you think are amazing, not the things you think will get potential customers to buy from you

If your sharing something strictly because you think customers will like it (ie. Products that evolve from your previous customers suggestions), TELL your customers!

People are surprisingly open to suggestions from someone they believe has their best interest in mind.

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