

FROM DREAMERS TO DOERS

with Beth

SALES WITHOUT SLEAZE TURN YOUR 'SELL NO' TO A 'SELL YES!'

- Put numbers and egos aside and instead focus on connecting as people.
- View everyone as human beings – Who are they? What do they want? What's going on in their life?
- Find common denotators, there is always at least one. If you struggle, start with the most basic in your head - such as we both breathe air, and work up from there!
- Recognise where the person you are talking with is at.
- Own who you are and recognise your skills and qualities. How do they feed in?
- Hear their story, evangelise your story and call out alignment where there's opportunity for impact and collaboration.
- All interactions should be conversations not sales pitches.
- Remember this all takes practice.

Be clear about what you're bringing to the table and what you want.

[Click here for Your 3 Step Framework to Sales Without Sleaze](#)



PODCAST EPISODE >

6 – Sales without Sleaze – 3 Steps to Turn Your 'Sell No' to a 'Sell YES!' with Luis Baez