

FROM
DREAMERS
TO DOERS

YOUR 3 STEP
FRAMEWORK FOR

*Sales without
Sleaze*

• with Beth •

FROMDREAMERSTODOERS.COM

I'm sure it's not just me - selling can feel uncomfortable, awkward and maybe even leave you feeling a little bit sleazy. However, it is something we all have to be doing all the time; whether it's our products, our services, our dreams, our visions, our ideas or even ourselves we always have to be selling and sharing them.



If you want to help and serve you have to be able to sell.

On the next page I'll take you through the 3 steps for you to start using to stop you feeling like you're selling and instead doing exactly what you are, serving.

Bethy

These 3 steps are taken directly from [this podcast episode with Luis.](#)



LUIS BAEZ

Luis has over a decade of experience in sales and marketing at some of the most influential companies in the world, including LinkedIn, Google, Uber and Tesla — and has driven over half a billion in revenue. How did he get there? A fine balance of NYC hustle and Silicon Valley strategy.



PODCAST EPISODE



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

1. Validate

Let them tell their story and share where they are at right now.

2. Clarify

Make sure you're on the same page.
Get clear on their details and feelings.
Ensure you understand what needs to be done.

3. Gain Permission

Ask before launching in,
let them say if they want to hear more.

“Can I help you with this?”

“May I share my story with you?”



PODCAST EPISODE >

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