



Expand Your Fempire Podcast #3 – Super Tips to Sell with Authenticity

Welcome to Expand your Empire with Caterina Rando, the podcast for women in business on a mission. Sharing ideas to support you to grow and thrive. Now here's your host, Caterina Rando.

Caterina Rando: [00:00:00] Caterina Rando, so happy to be with you. Today's podcast is on a very hot topic, a topic that has been coming up a lot lately in conversations, in classes, in our thriving women in business community. I know that when it's popping up here, there, and everywhere, it is an important discussion for all women in business.

[00:00:57] Now we're going to talk about selling, not just regular selling, not old school selling, not the way you were taught to sell way back when. **We are going to talk about selling with authenticity.** This means that we are going to discuss how to sell in a way that is going to work for you - a way that is going to feel good for you, a way that is gonna be so congruent with who you are and your values that you will be able to do it consistently to thrive in your business - because selling is service.

[00:01:39] **Selling in a way that allows us as thriving women in business to be authentic.** What do I mean by that? Authentic means you get to be yourself, you get to run your business based on your values, and you know what else you get to do based on your values? You get to sell based on your values. **You get to sell in a way that feels great to you.**

[00:02:08] Now those of you that have been with me when I have spoken or done a workshop on how to speak, to grow your business, you will know that I tell all the ladies in the room that when you speak to an audience on zoom or live and in-person, **you want to make sure everybody feels seen and heard and acknowledged, cared for, valued, welcomed, included, and guess what? It is the exact same when you're selling.**

[00:02:45] See, here's the thing - you want people to get on the phone with you, for you to get to know them better. And for you to determine if you want to work with

them. And of course, for them to determine if they want to work with you, to hear what you have to offer them.

[00:03:04] Wouldn't it be amazing if every time you had one of those conversations, they got off the phone more uplifted than when they got on. And you got off the phone more uplifted than when you got on, whether or not they become a VIP client in that conversation...bing, bing, bing!

[00:03:34] Now, isn't this exciting? **Because you know what, maybe if you knew that every sales conversation was going to be uplifting, was going to be of service to the other person, whether or not they chose to get started with you today, don't you think you would bring a new energy and enthusiasm, intention, focus to every one of those calls?** And don't you think that you would make more time for those calls? Because it would be doing something that you love to do.

And that's what I want to talk to you about today. I have a couple other concepts that I want to share too, but this is the first one. **I want you to get that this is how a sales conversation should feel.**

[00:04:28] What if every time you got on a call, you had the intention to do exactly what I've just shared with you. And you were so excited to have these conversations, because guess what? **You know it, you've heard it before, I'm going to say it again: selling is service.** The only way we can serve is to have a conversation with someone and see if what we have to bring matches what they're looking for right now.

[00:05:07] **The challenge, though, is many sales trainers all over the planet are making it tough for women to sell because they're suggesting that we follow a proven script that some other super salesperson has had success with, and we try, we take that script and we apply it to our thing.** Are you kidding me? In my opinion, it's ridiculous.

[00:05:37] **Scripts are for people that do not know how to talk to people. Scripts are for people that are selling something that they don't believe in.** Scripts are for people that want to use proven ideas from someone else to try to - I'll use the term "manipulate" - people and make them feel scared and uncomfortable and no other solutions are good enough for them to buy.

[00:06:10] Okay. Let's be clear. That's not how I roll. I know that all of you are not interested in making people feel that way. **I know that all of you are interested in using the sales conversation to see if there's a match, and also to use those conversations to get to know people.**

[00:06:34] **And I'm going to tell you, I do not ask anyone to buy from me until a few things are clear.**

1. Number one, are they my ideal client?
2. Number two, do I know genuinely that I can be of service to them?
3. Number three, am I clear on what they're looking for now? And am I clear that the timeframe in which they want whatever they want, I can deliver.

4. The other thing is, am I clear that they are a match for my community?
Because you may have heard me say my friends, what that means is that I **do not invite anyone to be my client, unless I feel that their values match my values and the values by which I run my community.**

[00:07:35] If I don't believe that they have an attitude of service, that they're genuinely here to make a contribution, that they don't have integrity. Guess what? They're not welcome. By the way they also have to be having a positive disposition. Because I don't want anybody depressing or bringing their depresso self to be with my other amazing ladies. These are all things that I cannot determine until I spend a little time with someone in a workshop or on a sales conversation.

[00:08:14] Here's the thing: I don't have that conversation until I have done one very important thing that I'm hoping you have already embraced as part of your sales system and what that is that I'm sharing with you now, is that **I never ask anyone to become my VIP client unless I have built influence with them.**

[00:08:44] And ideally I have built influence with them in a situation where I knew I was building influence and I was getting to know them. And what that means is that maybe someone watched my videos, maybe they've been watching my posts. Maybe they were referred from a client who got great results. That's all influence building, but I wasn't present for the influence building, which means I didn't get to know who they are.

[00:09:12] This is why I like to invite people to come to my afternoon teas that I host twice a month, or I invite them to come up to one of my two workshops that I host virtually twice a month so that I can get a feel from them. Because, my friends, my business is about blissing, about me experiencing bliss and doing my thing, which 99% of the time I am blissing; and for my clients to be blissing, not only when they're working with me, but when they aren't involved in anything that we're doing in our community.

[00:09:51] Take deep breath with me. **I want you to reflect, is this what you have your attention on before selling - [building influence, making sure they are a match for you for your programs?** Because if I'm going to invite someone into one of my amazing programs or on one of my amazing retreats, guess what? One bad apple concept definitely applies. **Consciously curate your client community.**

[00:10:23] Seek out bliss in your sales conversations, seek out the opportunity to have you get on and off the call with being more uplifted at the end than when you got on, and the same for your potential clients. And let's be very clear - most of you have heard me say this, there are four kinds of clients.

[00:10:46] I used to say that there was two. I used to say there's instant clients and slow cooker clients. Well, I have learned and seen that there are not just two.

[00:10:55] **There are actually four kinds of clients:**

1. instant clients,
2. slow cooker clients,

3. super slow cooker clients, and
4. super, super slow cooker clients.

[00:11:11] An instant client: someone comes to your workshop, they see something they're referred and...bing, bing...they insta want to sign up with you. That's an instant client.

[00:11:22] A slow cooker client might take up to six months to work with you. They come to something or they talk to you. They're getting ready to make it all work. And then they get started. A super, super slow cooker is somebody that takes more than a year. A super slow cooker is somebody that takes about a year.

[00:11:45] And guess what? **Many of you may be missing out on the super slow cooker and the super, super slow cooker because you're not managing your disappointment.** And you're getting discouraged after a couple invitations, a couple of reach outs, and they're not popping to be your client right away.

[00:12:05] Okay. I have the hugest super tip for you right now. When I talk to someone and we have a sales conversation, and by the way, my friends don't be afraid to call it a sales conversation because the conversation is specifically about whether or not you get to serve them. A service conversation is usually after you are serving them, taking care of your clients.

[00:12:33] In a sales conversation, if someone is not insta-ready to get started with me, I know that I have a very important task to do. Now, before I tell you what that is, I'm going to tell you that what many sales trainers around the planet are teaching, which again, I think is ridiculous is that they say, okay, well, if they're not buying today, you ask them, you say, "Should I check back with you in a week or a month or a year or six months."

[00:13:08] And you simply ask, when should you follow up again? Well, guess what if they're not popping today? Not in all cases, of course, but in nine out of 10 cases, you are going to be way more exciting in a week, a month or a year. They're going to forget about the massive value that they've already gotten from you.

[00:13:30] This is not the strategy of success. **The strategy of success is to recognize when they're not ready to go right now. That means that you, your job, your responsibility is to build more influence with them.**

Did you hear that? If someone is not an "insta yes," your job is to build more influence with them.

[00:13:56] It's not about following up for the purpose of following up. Hopefully you're great at your follow-up. The idea though, is that you're following up with people again, after you've built more influence.

[00:14:10] Now, some people believe that influence is built with emails and social media posts. And, yes it is. **You know what's better though? Personal engagement. When the person that you're wanting to build more influence with is personally engaging with you.**

[00:14:31] Now, you cannot do that one-on-one with every Mary, Jane and Sheila, that you would like to work with you with every single person, because hopefully your prospect list - your *warm* prospect list with people that have expressed interest - hopefully it's nice and long. That's why you use the one-to-many strategy of continued influence building and engagement.

[00:15:27] **One of the strategies that some of my clients are using extremely effectively, is to every week or every two weeks have a "thing."** Now that thing could be a Zoom webinar or workshop. It could be a Q and A session. It could be let's get together and have a discussion on health or money or whatever your hot topic is.

[00:15:53] Because **here's a guiding principle I want to give you right now. When you're out networking, do you have a thing to invite people to?** Because if you don't have a thing, then the challenge is that the only way for people to begin to talk to you is to begin to talk to you one-on-one. Well, wouldn't it be better if they came to a one-to-many thing and then they saw, "wow, you have massive value, yes I want to talk to you." And they're so excited to talk to you because you've already given them massive value, bing, bing, bing!

[00:16:36] **This is exciting. I want you to get this by the way, at the thing, what do you do? Invite them to the next thing.** Now that next thing could be the conversation. It could be a longer form workshop. It could be a program. And remember that people are investing with their time not just their money.

[00:16:58] **Here's another super tip. Our ask - what we're going to ask them to do, what the call to action that we're going to give them - cannot exceed the amount of influence we have built.**

[00:17:11] What that means is if I'm going to do a Q and A session or something that's one hour, I'm going to maybe invite them to a one-on-one conversation, or I'm going to invite them to a three-week program, - low cost, low dollar amount, low time commitment. If they come to my three-hour workshop, I might invite them to a longer program - six weeks, nine weeks. If they come to my all-day workshop, I might invite them to a three-months something. And sometimes I have to invite an individual two or three times. There's one lady in our community. Love her so much, have known her for literally over 25 years. For 23 of those, I was inviting her to come to things and sometimes she would respond and sometimes she would register, but she didn't show up.

[00:18:07] And I caught myself one day because I was saying to myself, "this Mamma never shows up, I'm frustrato." And then I said to myself, you know what, what's my job? To ask myself: Can I serve her? Do I know - am I confident - I can bring her massive value? And the answer is yes. Great. Next question. Do I want to serve her? Answer. Yes. Then my job is to continue to ask.

[00:18:38] And many of you came up in sales when I came up and we were taught, "Hey, it takes seven reach outs." Guess what? **We dream for the day of seven reach outs to close a sale. My friends, a study recently showed from, actually from last year - 23 reach outs. Maybe it's even higher now.**

[00:19:01] **I want you to get that, our job is to continue to reach out, to invite people to work with us. And if they know that we genuinely care, that's going to have them be even more open.** Let me jump back to what I said in the beginning of this session. When you get on a sales call with someone, you want them to feel seen, heard, acknowledged, cared for, forgot to say earlier listened to, welcomed, and included by you.

[00:19:44] All of those things will support them getting off the phone with you, whether or not they have become your client today, they will get off the phone more uplifted than when they got on. So when you reach out to them again and you invite them to something or you check in with them, or however you do your next personal reach out, they will respond because they felt good about interacting with you. They felt uplifted when interacting with you and you probably felt the same way. That means when you look at their name on your sheet, you don't have a feeling like *I should* you have a feeling like *I want to* reach out to them. Consider that that is awesome and amazing.

[00:20:38] Now my friends. Here's the other thing about sales. You think that sales is about learning some stuff? No, my friend. **Sales is not about learning some stuff. Sales is about mastering some stuff.**

[00:20:58] I want you to have time every week for sales conversations, at least like going to the gym three times a week, at least 90 minutes for conversations or reach out. I want you to set an intention - let's do it right now. Take a deep breath with me. **I want you to set an intention that you are beginning to come masterful at selling.** Masterful. I want you to be **masterful** at selling.

[00:21:31] I love talking with you and I love serving you and supporting you and your sales is not about you trying to do it a way that does not work for you. Your sales is about having conversations that make you feel uplifted, that make other people the, make the people you're talking to feel uplifted. Because a lot of women are really struggling with their selling because they're listening to people that are telling them how to do it in a way that is not authentic to them.

[00:22:10] **This is really important. A lot of people are trying to have women sell like men and we are different.** Here, I'm going to give you my other super tip. This is the big one, big, big, big, will change the way you do selling and absolutely have you feel better about it. You ready, my friend? Here it is. **You have probably been taught what negotiation experts and sales experts, since the beginning of time have been telling us, and that is you share the price and you shut up.** Whoever talks first loses.

[00:22:56] Okay. First of all, selling is not about anybody losing, it is about everybody winning. Did you hear that? **Nobody's gonna lose it's all about winning and instead of sharing the price and not saying anything else, you share the price and then you remind them of the transformation.**

[00:23:22] So for example, instead of saying "my Thrive at Sales program is \$1197," pause, pause, pause until somebody talks. I would say "my Thrive at Sales program is \$1197. When you join me for this, you are going to learn how to set up your

systems for selling. You are going to learn how to love having sales conversations. You are going to be so much happier with every call you [00:24:00] have, and you are going to be a confident and authentic salesperson."

[00:24:06] Now bing, bing doesn't that make you feel good? Don't you want that? My friends. **Super tip alert, super tip alert: don't end on the price. Remind them of the transformation.** Because that will make them feel good and have them forget about any objection that may have entered their minds.

[00:24:31] So much fun to be with you tonight. Do your thing, serve more people, and massively monetize your mastery while doing it. **We need a lot more women on our planet selling authentically, serving more people, building their economic power. Because when women build economic power, they uplift their families, their communities, and they even have extra surplus to uplift people around the world.** Mwah! I love thriving women in business. I love being with you tonight, and I can't wait to do it again. Bing, bing, bing!

THRIVING *Women* IN BUSINESS

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