

# EXPLORE YOUR ENTHUSIASM

## EPISODE 180: HOW TO BE GREAT AT SALES (WITHOUT BEING SALES-Y)

Your business relies on sales. That means YOU need to get good at sales. Yes, you need to be a salesperson. But did hearing that sentence just totally freak you out or turn you off?

We have some gross connotations with that word.... and it may be impacting the sales you make and the health of your business.

Welcome to Explore Your Enthusiasm episode 180. Today we're going to talk about how to be great at sales without being sales-y or gross!

Before we get it into - as this episode comes out I am teaching live on CreativeLive.com - if you're listening on Wed, October 25th, you can go to [CreativeLive.com](https://www.creativelive.com) and watch live, for free!

First, let's go on and imagine your worst fear. When you hear "great at sales" or "salesperson," what do you imagine? The person who fills her social media feed with "buy this" "I sell this" "you should buy this now". Or do you picture desperation and despair - like the used car salesman who actually called me crying when I said we weren't going to buy the car after he tried to pressure us?

I want you to picture that and really get clear, because that fear is what's holding you back. A part of you thinks that to make sales, you have to be *That Guy*. You know That Guy who spams your FB messenger with links or That Guy who tries to sell you the thing you don't need.

### **BUT GUESS WHAT? YOU DON'T!**

You can build a business with integrity, selling people what they need and want, and adding value and love to the world.

That's not just a nice thought, you have to actually BELIEVE it, before you can build a real business, because you can become great at sales.

## Come from a place of service

Think of all the ways that what you're selling is going to benefit the other person. Remind yourself of all the happy customers you have served - go back and read their stories.

## Lean on your strengths

What are you great at? Talking to strangers? Getting people to open up at you? Going really deep and learning all about people? Having fun and creating a party atmosphere? Making people feel loved and cared for?

We get so distracted by what our strengths are NOT (go back and listen to [episode 175](#)) that we don't spend any time focusing on what our strengths are.

And leaning on your strengths is where you're going to have the easiest time selling.

So instead of focusing on how you are shy, focus on how your friends tell you that you always make people feel welcome.

Whatever your strength is, when it comes to sales, you're going to be more effective if you lean on that.

## Tap into your Why.

Why are you doing this? Both your internal and external mission - what do you want to create in the world?

## FOCUS ON THE PERSON IN FRONT OF YOU.

Give them what they need. Recommend what's going to best for them.

Tell them exactly how to get the thing they want.

(Hiding how to buy your thing or not asking for the sale? That's not just "not being annoying" that's actually keeping people from getting the thing they want. That's actively doing them a disservice.)

If you come from a place of service, lean on your strengths, remember your reasons and serve the person in front of you, it's going to become SO much easier to sell your work.