

Wow! We've covered so much over the last 5 days. And you've experienced firsthand how to develop the mindset and skills needed to have high-converting sales conversations.

But what we've covered over the last few days is just a taster of what developing Essential Sales Skills can do for you and your business, and I love how open-minded you have been throughout the challenge.

Most people find as they read this email that they want to do one of 3 things:

1. Quit business because they don't want to do what it takes to "sell" their products and services in 1:1 situations.
2. Feel like they've finally found a way to both get new clients AND serve them the way they'd like, but are scared of whether they can really learn those sales skills.
3. Want to get started right away.

Well, if you're number 3 there's great news – [click here](#)

You can get started straight away. Your business will thank you for it.

If you're thinking about number 1, I understand. I do. You don't want to be pushy or go against your core values of serving your clients. And now I'm telling you that there's a better way to sell, but it involves changing your mindset and learning a few new skills.

I also sense that flicker of excitement that there's a better way to get new clients that fits both your values and is what prospects really want. It's a way that makes total sense to the way you like to do business, and you'll end up with a slew of word-of-mouth marketing too.

Imagine that you have a few new clients here and there right now.

Imagine how many more you'll get and how many satisfying sales conversations you'll have when you develop some customer-focused Sales Skills.

Imagine how your business will thrive and imagine how great it feels to be helping prospects while gaining new clients at the same time.

### **[Link to sales page]**

Option 2? This is the position we found ourselves in when thinking about all the skills we need to learn to have sales conversations that convert. And if you're here, then we have this in common.

When I first started thinking of selling as serving, it seemed counter-intuitive – *How can we help prospects and still sign them up as paying clients?*

At first, we had to fight the urge to think of selling as an either/or approach. Having a sales conversation doesn't mean we're pushing our solution, and it doesn't mean we're giving advice away for free. It's about helping people make the right decision.

Using some essential sales skills that reflect that mindset meant that we have a lot more fun selling in our business and we have some incredible relationships. We don't dread it any longer. In fact, we even look forward to those conversations now!

Option 3: Ready to develop the sales skills that will get you new clients while staying true to your values? Head [here](#):

Most people find they know deep down inside that they're ready, and they're finished with making excuses. If you're this style of entrepreneur then you'll love working with us

Prefer to book a call and talk to us? [Book here](#)

