

Episode 45 – 5 Myths About Sales

[00:02] Well, hello, everyone, and welcome to the practical mindset Podcast. I'm Josh Miller. And I'm so excited to be your host today for the podcast episode, where we're going to talk about the five myths about sales. So if you've been listening to this podcast, you know that I am very passionate about selling and about being in service to your potential clients or clients and helping them solve their problems with a solution that you have to offer. And if you're a business owner who wants to make money in their business, especially consistently, you need to have effective and powerful sales conversations. And you need to know how to do that in a way that allows your client to connect the dots between what it is you have to offer, and what it is they're struggling with.

[00:52] So many business owners have so many thoughts about sales, I can't even count on two hands, how many times each day, I hear people tell me that they love everything about their business, but the selling part. And every time I hear that it breaks my heart. Because selling really is such a service to other people to help them get out of pain. And yet, it happens to be one of those things as entrepreneurs that we tend to avoid. And so as I started hearing this more and more and thinking through it more and more, and really understanding that even if you have a lot of thoughts around selling, as an entrepreneur, it's something that you need to master. And in order to make money in your business, you need to do it effectively, I started to get really curious as to why people are struggling so much with selling. And what I discovered was that we as entrepreneurs walk around with these ideas about selling and sales and these myths that we have just picked up along the way that we often don't even ever question.

[02:06] And so today, I want to walk you through these five minutes, and number one, to bring awareness to what they are because many of us, believe them and think these things without even realizing it. And two, I want to debunk them and help you get underneath them from a very practical perspective. So you can really see why even though your brain likely tees up these ideas to you these thoughts about sales, they are essentially untrue. And they are the things that are really holding you back.

[02:41] So let's jump right into it. So when it comes to sales, we like I mentioned often have a lot of thoughts around selling. And so I want to start with asking a few questions. And I want you to if you're listening to this and you have a piece of paper, you can just write down a little checkmark every time I mentioned something that pertains to you, or that you might think about yourself or about selling. And just make a note of it. So I want to know, do any of these sound like you, because I think that you are unconsciously carrying these stories around about selling. So the first one is I'm terrible at sales. The second one is I'm not a natural born salesperson. The third one is salespeople are pushy. The fourth one is I want to share what I have to offer. But I don't know what to say. The fifth one is I have something I think is great, but very few people want to buy it. And the sixth one is I love everything about my business, but the sales part.

[03:50] So I want you to take a second and I want you to think about those. And I want you to make those checkmarks and tell them you know, just take a mental note to yourself about how many of those apply to you. I'm going to tell you that every single time I have used this list with whether it was my client, or if I'm giving us a talk on sales. I cannot tell you how many checkmarks there are on people's paper. Or if I ask people to raise their hand. Every single person in the room is raising their hand on one of these things. So if you're listening to this, and any of these resonate with you, or maybe all of them resonate with you, I want you to know you're not alone. So many people carry around these very thoughts about selling or about themselves as it relates to selling. But the good news is we're going to change all of that right now because we're going to get right underneath this. And we are going to uncover that you are likely carrying around these stories about sales which are shaping how you feel and how you show up in these conversations with your potential clients and in your business and whether or not you make offers to help solve people's problems. or if you hide.

[05:02] I also want to say that I believe that under the surface, although if I were to ask you, do you like sales? Or do you like being sold to you would say no. But I believe that actually you do like selling. And you do like being sold to, you just don't know it yet. So I want to walk through a little exercise, if you're driving, you know, you can do this later. Or you could just listen. But if you're somewhere where you can sit down and get comfortable, I want to walk you through this quick exercise.

[05:35] So first, I want you to think about a time where you have given something to somebody that they have absolutely loved. Maybe it was that client who was part of your program, who was so appreciative, and in so just got so many incredible results. They bought your program, they bought your coaching, they bought whatever, and they were so excited about it. Or maybe it was something that you gifted somebody, and they received it, and they were so happy to have it. And you can picture them standing there and receiving this thing and just being over the moon about it. So I want you to think of a time where this has happened. And I want you to really picture it in your head. And more importantly, I want you to feel it, I want you to feel what it feels like to be in that space with this person receiving that thing. Okay, do you have it? Do you feel it? All right.

[06:31] Next, I want you to think about a time when you have gotten something and you have loved it. And it has been exactly what you wanted. So maybe you've bought a coaching package, or you've bought something for your business, where you're just like, in like super giddy and super excitement about this thing. And you're like, This is exactly what I wanted. And this is what I've been looking for. And here it isn't, I'd got it. It could even be something you know, that's not business related. Like when I got my favorite mascara that I always talk about, I just love it. I remember the time when I bought it and I put it on and I was like, Oh, this is like the best money I've ever spent. So I want you to think of a time when you've received something like that. And you've just loved it. And you're so appreciative and it fills you up. And again, I want you to really feel what that feels like. Okay, do you have it? Are you feeling it?

[07:22] So what you just experience is the experience of loving to sell something to someone that they love, and love being sold to having somebody who has had quote, unquote, the audacity to offer something to you that you absolutely loved and needed, it has solved your problem. It is the magic moment when all these pieces collide together to produce this amazing feeling in your body. And the

excitement as a result of it is what it feels like when you either love being sold to or love selling something to somebody else. Now I know you're sitting here and thinking, Okay, wait a minute, just like getting mascara, is a totally different situation. Or some of these examples are completely different than when it's my business.

[08:15] And I'm here to offer to you that you're right, it is different when it is your business. But not because the circumstances any bit different not because people don't have problems when it relates to your business or that what you're offering is not solving people's problems, or that they don't love buying it or they don't love receiving it or getting it. It's different because of what you tell yourself about the circumstances related to your business is what you're telling yourself about your business, and the story and the making offers or not or selling to people that changes everything and not because the actual circumstance is any different.

[08:59] Contrary to popular belief, sales is an inside game. Selling and making money and growing your business consistently starts in your brain with what you tell yourself about you, your potential clients and your offer. And really, the better that you get the more you dial in your thoughts about these three main components, the more compelling an easier it will be for you to sell your offers. So when you really manage your mind around you, your potential client and the offer that you are offering in your business, when you put those together in a way that moves you forward in service to other people. You have sales success, and the more that you can dial those thoughts in the more compelling and easier it will be for you to sell.

[09:58] So Today, we're going to focus on the five myths about selling. So you can pinpoint exactly where all this drama in your mind is coming up about your business and about selling, and then you can ditch it, we really can change how we show up by giving ourselves the space, I call it between our brain and ourselves. When we take those thoughts out, and we look at them, we create this distance between them, we can evaluate them more objectively. And when we do that, that is when we really start to see our thoughts for what they are. And we don't just report them in our brains as facts and just go walking around with them without ever even questioning it. Okay, so we're gonna focus on these five things, and we're gonna jump into it right now.

[10:48] So the first myth I want to talk about is the myth of the idea that you need to be a natural born salesperson, or know how to, quote unquote, sell people in order to be successful. So why is this myth so ridiculous? Well, number one, I think, intellectually, we know that this is just not true. You aren't born as a salesperson, sales and selling is a skill. And if we were just born with it, then we would never ever be able to improve. People who start their business and weren't business owners before and had to sell would never be able to do that. Because it was a natural thing that you either inherently had or not, you would never be able to grow or move on from that place. So number one, telling yourself you're a natural born salesperson is the worst possible thing you could ever tell yourself as a business owner. Number one, because it's not true. Okay, it's actually just a false statement that we often walk around with all the time, and we hear it all the time out there. But yet, when we really dig into it, it's not true. And number two, when we tell ourselves this idea of being an actual board, salesperson, we create this friction in our brain.

[12:08] Because what ends up happening when we think about ourselves as a salesperson or a natural born salesperson, we start racing our thoughts about how do we become that? How do we do that? How do natural born salespeople show up? And it pushes us into the how and the what, in selling, when in reality, that is not the important piece of of sales, it's not the important piece of selling, it's not the what, or the how of what we do is actually the who and the why are we in this equation with someone else to begin with. It's really about our purpose of being in this conversation with people versus what we're doing. And when we think about being a natural born salesperson, and we start racing around for like, tell me what to do, or what to say, to be this person, we take our eye off the ball of the purpose of us being part of this conversation.

[13:08] And the purpose of us having a sales conversation is about being in service to someone else, it's about helping them solve their problem, and about offering them a solution to get them out of pain. And so telling yourself this lie about the idea that you're not a natural born salesperson, and you don't know what to do or what to say, just creates friction in your brain and creates confusion as to why you're there in the first place. And what it is you should really be focusing on, which is your purpose. And the bigger why of you being part of this equation, which keeps that person that you're talking to in the center of your equation and your intention in service to their result. So that is number one, the number one myth is not a natural born salesperson, which is completely untrue.

[13:59] Number two is sales is about manipulating people or getting them to do what you don't want to do. Now, if you're listening to this podcast, and you either have children, or you have ever been around the child, you can say with pretty much 100% certainty that it is almost impossible to get anybody to do anything. If you've ever tried to get a young child, I have two young children to do what you want them to do, like eat their veggies, it is really difficult, right? It is almost impossible to manipulate them to get what to do what you want them to do. And you fast forward that to adults, like let's just look around us right now. If only I could get everyone around me to think and do what I wanted them to do like the world would be a whole different place. And trust me if I could do it, I would in many instances, but in reality, it is not possible to really get people to do what you want them to do. And walking around with this idea of sales where people show up and they are somehow hijacked, and they somehow like need to be saved, because what we're going to do is going to manipulate them into doing something that they don't want to do against their will, is actually a completely false statement.

[15:18] And I believe that actually, when you come into a sales conversation, believing that the person that you're talking to can't make their own decisions and can't fend for themselves and can't do what's best for them, and you hold yourself back from making an offer or helping to share with them what it is that could help them get what they want, you are essentially manipulating them in that situation. By holding back and pre judging this person, you are essentially keeping them exactly where they are in the equation of their life. And if that is stuck, you are keeping them stuck where they are by withholding information. And so you are essentially manipulating them into a position of being at a disadvantage, because you are prejudging them based on your limiting beliefs about selling and what they are able to do or not do. So if you want to show up in service to people and help them make good decisions, and really that is your goal in a sales conversation is to give them the information that they need, so that they can make their own choices, you need to show up in service to them and tell people what it is that you have to offer, you need to sell to them what the possible solution is so that they can make their own

choices, and not hold yourself back from making those offers or making it known what you have, and thus manipulate the situation to keep that person exactly where they are in a limited position, or a stuck position and away from solving their problem. So sales being about manipulating people and you needing to judge them before you see them is one of the fastest ways that people get stuck in their business and paralyze it creates complete inaction in their businesses and in their ability to help people and make money.

[17:15] The third myth is that selling is only about a monetary exchange. And so when we think of selling as this transaction of cash, we create, we and we create and we bring in so much more drama in that in that place. So, for instance, if we just use the example, as I was mentioning earlier, about, you know, the mascara that I bought that I absolutely love. If I go into a situation where I believe that someone, I'm going to give someone \$55, for example, and they're going to give me mascara and that is what the exchange is about the worth of these dollars, these \$55 for that thing, I start to create all sorts of drama around what I think about that money. And we all do this if we think about what we're selling, and the exchange as just a transactional situation. So when you do that, and you focus on the physical dollar amount that's happening within that equation, you bring your brain and all your beliefs about money to the table. So if we're talking about this mascara, and you're thinking about the \$55. And you think that that's all it's about, then what ends up happening is you start to think about that money in this limited way, like, what do I think about \$55? Is the mascara worth \$55? Does the person have \$55, like all these things start to come in.

[18:38] But when you look at selling for what it's really about, which is not a transaction, it's about impact and value that you are giving to someone in exchange for some sort of dollar amount that they're giving you. And in essence, that money is really an investment in themselves and in the value and the result that they're getting. It changes the entire picture of the equation. So if we think about this mascara, when I give somebody \$55 And I get that mascara, what I am really getting is the opportunity to show up every single day as the person I want to be every single time I look in the mirror. And that person who sold me that mascara is giving me the opportunity to step into my best self every single time I put on that mascara. And what happens when people step in to the best version of themselves. They do incredible things. They go out and start businesses, they start changing other people's lives. They start making money, they change the world. And so we think it's just mascara but in reality, it's not it is so much bigger than that.

[19:51] And I promise you if you show up into a sales situation, or any situation where you are selling something and you position you Your product, or your service, as always exceeding the monetary value that it's at, it's always giving more value than the person is paying for, you will never go wrong, you will not only stay in the mindspace, where you are compelled forward based on that thought, to tell everybody what you're doing. But your clients or potential customers that buy your offer, will always come out on top. One of the best thoughts that I've ever had about any of my programs is that when people buy this program or this service, it is a steal, they are getting it for a steal. I believe so deeply in my programs.

[20:44] Right now, we're in the middle of the launch of my 10K accelerator launch. And it has never been more powerful and more potent, and created more incredible things for people that it has now. We have done this for so many years now that we keep getting stronger and stronger results, bringing more and more incredible people in watching more and more people change their lives and change the lives of people around them. And so every time I talk to someone about this, I am in such service for them to get what they want their business to create that consistent money in their business, that's going to open up that impact that they want to have so greatly, that I am absolutely bulletproof, confident that they are going to walk out of that course work out of this program with more value than they could ever pay me. Like there's no question about that. And so because of that, and because I feel so strongly about being in service to people, I tell everyone about it, I walk around in that identity, as a business owner, who is a money and mindset coach who helps people create magnetic offers, build thriving businesses and make consistent money, period, there is no caveat, that's it. I'm not going to justify it anyone.

[21:59] And I'm not afraid to tell anyone about that. Because those ideal customers that really need that, they will receive it. And if they're not in a place where they want it or need it right now they won't and that's completely okay. But it doesn't change the value and the impact of my particular service or product. So selling is never about the money. The money is an investment in something so much bigger. And it's always about the value and the impact that matters. And here's a very important thing to always remember, who determines how valuable your service or your program is? The answer is your client. Right? Your potential clients, not you, they get to decide.

[22:42] The fourth myth is around you need to sell other people on your ideas. And so I want to offer that, yes, other people need to be sold on your ideas. But the most important person that you need to sell on your ideas, is you. Once you are in belief about the results, you create the impact you have the people that you help everything else from there flows more easily. You are compelled from that belief to go out and share your offer and sell it with other people. That is why it is so important. I tell my clients this all the time. When you create an offer, when you choose the words by which you're going to communicate it to people, even when you create your pitch for your business. A lot of times when we think of these things in our business, we think of them as being really important to the people outside of our business. And I'm not suggesting that your pitch or what you say on your offer or your copy isn't important to those people. But the person that needs to hear it the most, is you because when you hear that pitch come out of your mouth about you, and it resonates. You show up, you step into that person you want to be when you read the copy about your offer, and it is magnetic and it resonates with you and you can feel it like deep in your body the way we did that exercise in the beginning of this call. You show up differently, and that is what propels you forward. So once you are sold on your ideas, your business your impact, then you can help hold the space and to help other people get sold on it. But if you are not rock solid if your belief in your ideas is not watertight, I tell people this all the time if it's not watertight, all of your limiting beliefs will seep in through the cracks. If there is a crack in your resolve, all your limiting beliefs will find their way through it. So the most important person you need to sell on your ideas is you.

[24:52] And the last but definitely the not least myth around sales is that objections are a problem. We hear this all the time, we fear the No, we don't want to get rejected. We literally hold ourselves back.

Because we think that when someone has an objection, it is a problem. I am want to offer to you that objections are a gift. I'm gonna say it again, for the people in the back. objections are a gift.

[25:24] And I heard someone say at one point, that really the real selling conversation, selling doesn't start until you get the objections. And I would have to say, I would agree with that. And why are objections a gift? And why do you want people to tell you what their objections are? You want them to tell you and they're a gift. Because when someone communicates what the objection is, they are telling you exactly what is holding them back from saying yes to your offer. They're telling you exactly what is holding them back from solving their problem. And if you are in belief and sold on your idea, like we were just talking about, you can show up in that conversation when someone is telling you about their their objections from a neutral place. And when you are neutral, you can hold the space for them to work through these objections and these beliefs. And you can get really curious as to why they have these objections. And you can help understand what is going on in their brain and what's happening there. And you can help them put those objections in perspective, and help them understand why those objections don't need to be the reason for them to get everything that they want, which is the solution to the problem that you have to offer them in this conversation.

[26:49] But if you are going sort of bananas and have mind drama, around getting an objection, like it's the end of the conversation, you will not be able to hold that space. The other reason that objections are a gift, and you want to know about them, is because you want people to tell you what they are when you're having this conversation. So you can help overcome them. The worst thing that could happen is somebody has an objection that they don't tell you about, and they walk out of there, and there's no way for you to have known or help them navigate through it. So objections are a gift because they give you insight into what is holding them back from solving their problems and getting the solution to their problem, which is the thing that you're selling. And also, you want to know what they are so that you can help work through them right there on the call, the worst thing that could happen is that somebody will walk off the call with an objection you don't know about that you cannot help them with or overcome.

[27:48] So you want to hear those objections. And you want to be able to show up in that neutral space to hear what they're saying and help them work through it.

[27:57] So in summary, what are these five myths that you want to make sure that you are aware of and that you can bust through to break through all this mind drama around selling, and show up to have compelling sales conversations with these. So the first one is, you need to be a natural born salesperson. That's the first myth. The second one is sales is about manipulating people to do what you want them to do. The third one is selling is only about a monetary exchange. The fifth one is you need to sell other people on your ideas first. And then the fifth one is objections are a problem.

[28:37] And so what can you do right now to move through and on like kind of unroot these limiting beliefs or these myths about sales. And so first is show up as who you are, be authentic, be visible, be out there talking about what it is you do, how you change lives, and what really you stand for, take a stand for the solution that you have that solves people's problems. Number two is be in service to others and keep your focus on them. When you are in drama, about sales and about you know whether

or not you're a natural born salesperson and all of that stuff, the lens is focused on you, it becomes all about you in that situation. And guess what? It's not about you. It's actually about them. And so you want to keep your focus on your client and on the service that you provide to them.

[29:32] The third thing is keep you know a system and keep track of the conversations that you're having with potential people, when they're telling you those objections, or when you meet people and you're having these conversations so that you can really dial in those relationships. Sales is about relationships. And so when you think about people, you want to think about them as individual people you want to be able to, you know, again be in service to that person and you do that by developing relationships and having a system so that as you're talking to people, and as you're moving through all these different things in your business, you can keep it organized. And you can stay in contact with people, the worst thing you can do, if somebody doesn't buy from you on your first conversation is to disappear. So the more organized you can get, the more you can follow up with people. And really, also take all that information and dial it into your offer. So you can really customize your approach to people. And we've all heard the saying The fortune is in the follow up. And it really is in the follow up. So you want to stay organized with that. So you're showing up, you're in service to them, and you're staying organized.

[30:34] You also want to be prepared for the know and you want to welcome it. Those objections are a gift. Don't be afraid of the No, a lot of times people will say no, which basically means not right now. It doesn't mean no forever. And then most importantly, and I talk about this all the time, show up in your Hell, yes, energy, be excited for what you have to offer in the life that you're changing. When you dial in your belief about you and your business and what it is you're there to do, you become unstoppable. And when that belief is airtight, when you have gotten underneath these myths, when you have really looked at those beliefs and challenge them, you can then show up in the energy of service to other people, and share what it is you have to do. And that is where it gets really fun and really impactful and where you have the most impact on other people's lives.

[32:01] So in summary, if you want to have a thriving business, if you want to bring people into your world and your business, so you can help them solve their problems with the solutions that you have to offer. You need to be able to have compelling sales conversations, so that you can move through those conversations and bring people in and help them find the solution to their problems with ease. And with these myths and carrying around all that drama. It is not possible to do that in a way that is compelling and easy. So as you work through this, you will see that as you have these conversations as you get underneath those beliefs. You not only can do this with ease, and you can have those conversations with ease, but it will become a whole lot more fun and a whole lot more powerful than you could have ever imagined.