

Transcript for Episode 147 - How To Sell More Things with Less Effort with Justine Beauregard

00:00 - 00:08

Jessica Miller: Talk to her today about all things sales. She's an amazing sales coach, as I mentioned earlier in the intro. And Justine, we're so excited to have you here today on the show.

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Justine Beauregard: Thank you so much for having me. It's great to be here.

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Jessica Miller: We have been talking about this in the ether for a long time, and I'm so thrilled to bring you on here to share your experience, talk about what you do with your clients, and just to share your genius because there are so many things. People listening to this episode know how much I love sales and how important I think that is to people growing their business and also stepping into their authentic selves through that piece of their business. It breaks my heart when I hear people say they love everything about their business except for

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Jessica Miller: the sales part. I'm like, oh, you're missing out on the best part. Agreed. So, for our listeners, tell us a little bit about you, who you are, and we want to know how you even got started in this world of entrepreneurship and ended up being a sales coach.

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Justine Beauregard: Yeah, I'm one of those rare cases of people who grew up always knowing that I wanted to have my own company. I had a maternal grandmother who raised five kids and had multiple businesses and real estate investments. She retired my grandfather at like 43 years old. And I just grew up seeing that and thinking anything is possible. My mom was a single mom, and being raised, having to work in corporate, I kind of had that blend of both worlds. Seeing my grandmother build this amazing life for herself and do

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Justine Beauregard: everything that she wanted to do, and then having my mom kind of be stuck in a job for many years that she didn't enjoy, that didn't provide her the freedom. I heard that story from her of like, you can be anything you want to be, and you can do anything you want to do. From a very young age, I ran puppet shows in my backyard and sold tickets for \$5 to my neighbors, friends, and family. When I graduated, I went to Aruba and brought jewelry that I made

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Justine Beauregard: with me, and I sold hundreds of dollars of jewelry in Aruba to tourists. I was just like, there's an opportunity for sales everywhere. I could just do this for a living, but then I kind of got jaded a little bit

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Jessica Miller: because

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Justine Beauregard: I wasn't really sure how to run a business. I went to college for marketing, and I got my first job in corporate, doing that for eight years. I worked for a handful of startups and an educational nonprofit. I did a couple of different things, but nothing ever felt quite right to me. So, I knew that I still wanted to have a business, but my vision was really that I would semi-retire at 50 and then start a consulting company or something. Until I got pregnant with my first baby, and everything

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Justine Beauregard: changed. Suddenly, I had no corporate aspirations anymore. I wanted to stay at home with my kids, be an example for them, and do what I wanted to do. I created my company about ten years ago, and it started off really as a marketing consulting firm. I worked with a lot of companies building their marketing strategies because that was my background, but I always had this love for sales and saw that marketing was really pre-selling. Everything had to do with sales. I was great at sales. I had many

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Justine Beauregard: sales jobs throughout my life. Over the years, people would say, "I love what you're doing with marketing, but I want to understand how you're doing it and how you're coming up with these things." So, I started getting

into coaching more, and then they would ask me about sales strategy, sales psychology, buyer behavior, and customer journey. Slowly but surely, over time and many versions of my company changing, now I just work with people one-on-one as a sales coach. I work with them on the strategy for their sales process. And

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Justine Beauregard: it's just really fun.

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Jessica Miller: I love it so much. It's such an important piece. I think you said what I love, which is it doesn't live in isolation. I think people compartmentalize these pieces of their business. Like if you're really good at sales, you're this unicorn over here, and then if you're a marketing person, you're over there, but it's a continuum. It's a continuum of that story and of you knowing the client and figuring out how to interface with that. Essentially, it's to help them get what they

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Jessica Miller: want.

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Justine Beauregard: Totally. Yeah, I think what's interesting is when we start our businesses, we kind of choose what we want to do versus listening to the thing that we're really good at. We can tell because other people will say it to us all the time. I actually fought against the sales side for many years because people would go, "If you just did sales for a living, you would be a millionaire. Just do sales." And I'm like, but that's boring. I want to do sales, I want to do marketing, I want to do mentorship, I

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Justine Beauregard: want to build courses. There are so many things I wanted to do. I just felt very one-note. So, what am I going to do? Just sales demos all day? Sales training all day? That doesn't sound fun. Over the years, the more I worked on sales, the more I realized everything I do is actually wrapped around sales. It's very commingled. It's hard to even... It's funny because my coach will use this example of necklaces in a drawer. If you ever open up a jewelry drawer and everything's kind of tangled up in itself

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Justine Beauregard: and you don't really know where it starts and where it ends, that's kind of how a business is built, right? We start with this jumble of skills, and then slowly we pull out the different pieces of jewelry, the necklaces that are in the drawer, and we're like, "I really like this one for this reason, and I really like this one for that reason, and there's no reason I can't wear these whenever I want to, and change them out, and use them with different outfits and different things."

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Justine Beauregard: So, it's good to have a specialty, but it's important to understand where else that specialty has a place because I don't just work with people on how to close a sale. I work with people on marketing messaging and how to pre-sell and proactively overcome objections through their messaging and marketing. Then I work with them on nurture and how to retain customers longer and increase their average customer lifetime value so that they don't always have to be filling their pipeline with thousands of leads and can optimize the process.

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Justine Beauregard: There are a lot of aspects and facets to it that touch other areas of the business. It's not just one singular thing.

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Jessica Miller: Yeah. I think there's also that beautiful thing of transferable skills. When you start to really dial into, "I love this, I'm good at it for this reason, these are the skills that I've created," you can apply those elsewhere. To your point, understanding the context and the business holistically, you start to become really efficient because you're like, "Oh, listen, I could talk to people over here during the sales call, and then maybe communication is a really powerful skill for me, and I like to physically speak. So, I'm going to go on the road

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Jessica Miller: and do guest podcasting. And it works over here on the marketing side, right? So, there are all these cool ways that you can dial it up and help people also fine-tune that to be a really powerful asset in that entire sales continuum, to your point.

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Justine Beauregard: That's why I think sales is, I mean, I'm biased, but sales is the most valuable skill, and you know I'm right. Everybody listening...

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Jessica Miller: I do. I'll say it. It's my podcast. I can.

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Justine Beauregard: But the truth is sales really does... I believe learning how to sell really well makes you an amazing human. When you are a great salesperson, you're great at active listening, connection, patience, being organized, being process-oriented, nurturing relationships. There are so many aspects to sales. Sales skills are people skills, and these are not skills to overlook. When you're great at selling, you're great at delivering because you're listening to what people need and creating offers that they truly want and

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Justine Beauregard: designing them to fit. When we're just trying to sell in a silo and we're creating this different sales persona that really isn't who we are, we're missing opportunities to improve as human beings. The better I get at selling, the stronger my marriage is, the better my relationships with friends and family are, the better a mother I am, because all these skills transfer to so many areas of my life, and it's not just business. It's holistic, it's across the board, and it's been such a beautiful thing to witness. Just creating goals

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Justine Beauregard: for myself and noticing the application of these skills in other areas and being like, "You know what, every time I read a book that's about self-help or personal development, I'm like, these are all sales books. If people read this with a lens of sales, they would be like, 'Oh my gosh, every one of these can help me be a better salesperson, and every skill I learn as a salesperson can help me be a better person.'"

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Jessica Miller: Totally. I mean, sales is so much about relationships. It's so much about creatively solving problems. And I honestly think it is the most altruistic thing that you can do because what your whole mission in life is, is to help people

solve their problems and get out of pain and help them connect those dots. To me, there's nothing more gratifying than watching somebody get what they want. Because it's not only win-win, it's like win-win-win, win-win-win-win. It just keeps going and going. When your marriage is better, your kids then benefit. And then your friends, and then their

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Jessica Miller: Kids are gonna benefit, right? It's so many things; it's a huge impact. And it's awesome when it's your business because it provides that place for you to flourish and thrive. When you thrive in your business, it's making money, you're doing the things that you love, and you get to create amazing things in the world. Just imagine if everybody could do that, and you have...

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Justine Beauregard: A hand in creating that, which is so great. What I think is so great about creating amazing offers, like you help people do, is that when you create an offer, there are only two qualifications for an offer to be good in my mind: you have to feel like it's a steal, and the person buying it also needs to feel like it's exciting to buy and a steal, right? And how do you get both sides to feel that way? You pack it with value, not with things, but with value. And then you feel...

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Justine Beauregard: Like, "OK, obviously, I'm going to sell the crap out of this thing because this person over here is struggling." Right. And I often use extreme examples to illustrate this for people. So I'll say, imagine you found the cure for cancer. Imagine that was your offer—the cure for cancer. Would you be holding on to that thinking, "I don't want to come across as salesy by trying to save these people's lives. I'll just kind of hold on to this." No, you would be pushing that on the corners of every street like a crazy person.

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Justine Beauregard: You'd be like, "Oh my gosh, do you know anyone who has cancer? They need this, they need this. It's going to save their life." That's how you want to feel. If you don't feel that way about your offer, if you feel pushy, there's probably something about your offer that's not quite working, that's not quite hitting, because when you have the right offer, you want to shout it from the

rooftops. And when people hear about it, if I have cancer and I hear that someone has the cure for cancer, I'm like, "Where do I go? How...

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Justine Beauregard: Do I get that? I will pay whatever because this is a huge value to me." It is possible to create an ecosystem where everybody wins. And that is when you have the right offer being sold to the right person in the right way. That's really the formula for any business being successful. If you don't quite have that, that's when you go back to the offer and iterate it until you feel like, "I can't possibly keep my mouth shut about this thing..."

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Justine Beauregard: Because it's going to save so many people so much time, energy, money, frustration, fear—whatever it is on the other side of that equation."

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Jessica Miller: Yeah. And I agree. Somewhere in that, you know, there's a whole journey, right, that a customer goes through when they're thinking about buying something and trying to solve this problem. Those pieces have to fit together like lock and key. It's part of the whole sales journey. When they don't, it's clunky. So there could be one piece that's working, but it's not working with the other piece, and it starts to get disjointed. I personally think with the offer part, there are practical, logistical things about an offer that make it beautiful...

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Jessica Miller: And harmonious so that the person who wants the thing really gets pulled in. I think you really nailed it, which is it's energetic. You know, we talk about "hell yes" offers because you can sell anything. You could have the formula to go through the motions and sell, and it will work, but it will never feel amazing the way that a "hell yes" offer feels both to you and to the client. That's true of the selling piece too. When you're taking that cure for cancer and you're going to run...

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Jessica Miller: Out on the street and talk about it, the thing that you're doing feels aligned, which is what's compelling you into motion moving forward, right? So

there's this energetic exchange happening in that place that is outside of the tactical piece, but it also has to be married with the tactical piece. There will be a place where all that excitement and energy and enthusiasm and all that hustling of energy will get you sales. But then there's a point when you're growing and scaling where you cannot just thrive on energy, right? There has...

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Jessica Miller: To be that framework there. So when people were watching you, I'm thinking, Justine, they're like, "Oh my goodness, she has all the things. She's saying the thing, she's doing the thing, she's getting results. And she kind of looks like she's having a good time. What the heck's going on here? We need to get her in here and figure out what she's having, and we want some of that." So when they started, like, yeah, right, exactly. Honestly, I think good sales is like that. People don't care about the features. They don't care about all...

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Jessica Miller: The particulars. They're like, "Result! She's like, 'Awesome! She's having an orgasm in the restaurant. Like what does she eat? What's going on over there?'" You know, they almost don't care, and that's how it is, right? So people start pulling you in, and they're like, "Justine, what are you doing? And how are you doing it? Tell us!" So they kind of helped you, to your point earlier, go where you wanted to go, even though you were bucking the system the whole way. You were like, "No, it can't just be that easy. It can't just be...

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Jessica Miller: That good and make money doing that." So you started moving there and coaching people. And then what happened after that, when you really leaned into it?

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Justine Beauregard: Yeah, well, there's so many things I want to touch on in what you just shared too.

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Jessica Miller: Yeah, sorry, I'm like going on and on.

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Justine Beauregard: Well, I love it because, yeah, the thing is, when you create an offer, you can sell anything, right? Sales skills can sell, even bad offers sell. I talk about this all the time. Sales is actually not about the offer because you can sell anything. Retention is the measurement of success for an offer, and customer satisfaction is the measurement of success for an offer being truly a "hell yes" offer, right? But I think it changes your energy and how you show up when you know it's good...

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Justine Beauregard: And you really believe that it's good.

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Jessica Miller: I believe it.

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Justine Beauregard: Because you show up differently, and there are a lot of people out there pitching like, "I can help you sell anything," but you don't want to just sell anything. You want to sell the thing, which is why every time I work with people, I start with their offer and I make sure that I can get behind it, that I'm a "hell yes" to their offer at first. Sometimes I'll meet people, and they'll be like, "I'm having trouble selling," and I'm like, "I would have trouble buying what you're selling." So we need to work on that first...

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Justine Beauregard: Before we can get to a place where you can sell it in a feel-good way, right? One of my favorite authors for business is a woman who wrote a bunch of business books in the 1920s. Her name is Florence Scovel Shinn, and she wrote this book called **The Secret Door to Success.** She says in the book, **The Secret Door to Success**—spoiler alert, everybody, you don't have to read the whole book, it's quite short, buy all of them, buy all the books she wrote, there's only four—but...

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Justine Beauregard: The secret door to success and the secret to success is to find yourself so interesting, others find themselves interested. I love that because when we truly feel excited and joyful and in full belief of the offer that we're selling, that's the magnetism that's created through the joy of creating the offer,

and that oozes out of us and onto others. It's almost like, this is gonna sound gross, but it's what comes to mind: someone sneezes on you and you can't help but get germs because they're gonna travel 250 feet or whatever germs travel. I'm not...

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Justine Beauregard: A scientist. But it's like that. When you're just walking around, imagine that joy that's exuding from you—that belief is just contagious, and it gets onto every person. It's unavoidable. Yes. And that's how you need to feel. That's how I felt when I got into coaching, to answer your question. When I started working with clients and

really understanding the fact that I could do something—like I could grab fish in the most efficient way and then hand them out to people and feed them. But it would just be for...

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Justine Beauregard: That one meal, right? Coaching is giving people those fish right off the bat and also teaching them how to get their own fish in their own way. It's good for two reasons: Number one, they're fed while they're learning, which is important. We need to get them sales while they're learning how to sell on their own. Absolutely, yes. Also, this is how the world becomes a better place. I really believe this too. When they learn how to fish, let's say that I am taking a wooden stick and a string...

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Justine Beauregard: With a little hook on the end and I'm putting it into a pond, and I say, "This is the process of fishing." And that person says, "I think we could add a reel to this, so I could actually get this string to come back quicker with this reel." Then they iterate that fishing pole and make it better. My goal as a coach is always that my clients outperform me in terms of their efficiency and their skill set and all the things because I got to here and then they're going to iterate and get...

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Justine Beauregard: To there. We're going to keep growing and making it a better ecosystem for everybody to come into so that I'm not coming into a world that looks like the one that I started in. I'm living in this world that continues to grow

and expand and evolve and get better over time. The reason I love the work and love teaching people these skills is because not only are they getting benefit in the moment, they're getting benefit that the skills I transfer to my clients and the things that we work on...

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Justine Beauregard: These are repeatable for their life; they continue to get extraordinary results that compound as they become more efficient and create different ways of doing it that work for them. And then they get to teach people how to do it. I'm not saying that my clients become sales coaches and go teach people sales. I'm saying they get to use that skill and do what they do to the best of their ability. Sometimes people witness how they were sold to and change up what they're doing. Sometimes people just get to...

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Justine Beauregard: Enjoy the benefits of that offer and improve in that specific way. My goal is always to invest in myself, grow in my own business, and grow as a human. Then I continue to share those things with other people and be, much like you, an open book about these things. I know that what I'm teaching you today, if you only learn this today, I'm going to have to apologize to you because I'm going to be ten times smarter tomorrow. I'm going to be doing so many things, like...

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Justine Beauregard: I'm sorry that that's all you got, because we're going to keep going. It's going to keep getting better, stronger, more efficient, and it's going to feel more amazing and incredible over time.

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Jessica Miller: Yeah. And I would also add to that, to that end, but kind of like the other side of that coin, it's hugely powerful in this moment. Like if people are listening to this podcast, I always tell them, listen and go do the thing right now. Don't ask why, don't think about it, don't pass go, don't collect \$200, just go do it. Because these skills, some of them to your point, like they wrote about them 100 years ago and they still apply. Still the same thing, right? And the other piece of it is you have...

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Jessica Miller: Iterated. So the thing you're telling people now is actually an evolution of something awesome. Even if they just did this, it's going to catapult their business forward. And if they're smart, they'll keep listening to you, right? They'll come back, which is kind of what you were talking about earlier, which I really wanted to touch on, this concept of repeatability and compounding. Like, I love, you know, in my world, it is about efficiency, it's about potency, it's about creating something really good, really "hell yes" that's going to end up changing things so drastically for...

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Jessica Miller: Somebody that you don't have to do it a thousand times. Like you could do one thing really, really well and love it and go out there. So I love this idea of repeatable sales. I wanted to just dig into that a little bit by first asking maybe like one question before, you know, what makes it repeatable? But when people come in and they're talking to you, and they're telling you that either they're having trouble with their sales or they don't love sales or they're a horrible salesperson, fill in the blank, we've heard it all.

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Jessica Miller: What do you feel like they're struggling with the most? What could you pinpoint it in that you see kind of this common thread that almost everyone you talk to is struggling in sales in like this way? What would you say it is?

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Justine Beauregard: That's a great question. I think it obviously depends on the person, but I would say the average response is that most people are in two extremes. They're either not doing enough sales action, which is, I would say, the majority of people. When I ask them, "What are you actually doing for sales activities?" they give me a list of marketing activities and no sales activities. I'm like, you're not talking to anybody. You're talking to everybody, which is a problem. Then, on the other side, they're doing too many things. So...

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Justine Beauregard: One of my qualifying questions, actually, when I meet people, is "Where do the majority of your customers come from?" Because that's going to immediately shine a light on what camp they're in, which extreme they're falling victim to. There's the response that says, "Oh, I get clients from everywhere. I got

a client off Instagram last week, somebody referred me a client, I got a client at a networking event the week before, I've got two people from this other referral partner that I created a relationship with," and there's all these different channels that they're working in. So...

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Justine Beauregard: They can't optimize any of those channels because they're managing too much and they can't really wrap their brain around a sales process in one specific way. Then there's the other people who go, "Oh, geez, it's been a while since I got my last customer," or, "You know, I don't really know where they're coming from. I don't track anything. I don't really show up consistently anywhere. It's really hard for me to give you an answer." From there, we'll usually figure out, okay, well, anything can work. You can show up anywhere...

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Justine Beauregard: One of my biggest pet peeves is when people say, "I don't think I'm on the right platform." I'm like, okay, but there are billions of daily active users on LinkedIn, Facebook, Instagram, TikTok, Twitter, X, whatever. Everywhere you go, you can find the people where you spend your time is likely where your customers are going to spend their time. So we need to figure out where those things overlap.

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Jessica Miller: If you say, you know...

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Justine Beauregard: I love in-person networking events and there just aren't enough of them. Okay. It's either let's find you some more in-person networking events or let's optimize the leads that you're getting from those networking events. Because if you love in-person networking, you are probably selling something higher ticket and only need a handful of leads per month to be able to hit your goal if you're selling well. Or, what is it that you love about in-person networking? And if that's not an option for you, if you live in the middle of nowhere and you really can't get to a...

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Justine Beauregard: Place that has an in-person networking, you can either A, create one, depending on the market, or B, you can take the things that you love about in-person networking and apply them to other channels. What I love about people who love in-person networking, they usually love it because of the relationship build. So instead of trying to go to online speed networking or BNI-style meetings where everything is fast-paced and "Give me your pitch and get out," create an authentic container that allows you to grow in relationships or focus on partnerships with people or...

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Justine Beauregard: Focus your social media strategy on a DM strategy that feels more authentic to you and building that relationship where you're using voice notes and it really feels like you're a part of something. Or create a WhatsApp community and get everybody in there, or a Slack community, and really start, or a Heartbeat community. There are so many ways to take the essence of what that thing is and create it. To your earlier point, much earlier, when you were talking about how sales means we're great problem solvers, when we think about there's got...

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Justine Beauregard: To be a way to do this that I can figure out so that I can reach more people. And we're going through this process of asking, not thinking or making statements about what we can't do, but asking questions about what are our options from here. You can't just say, "I live in the middle of nowhere, my favorite way to network is in person, so I'm just not gonna build a business. I'm just gonna stay stuck for years, I'm just gonna feel frustrated day in and day out." No. Right. Flip that into curiosity, flip that into...

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Justine Beauregard: What can I do? What is at my disposal? Actually, I had a client who was living in a yurt in the middle of nowhere and loved in-person networking, but was like a two and a half hour drive from the city. I said to this person, "What do you love to do?" They said, "I love to explore art galleries and get a coffee and walk down Main Street and just be with myself." They did life coaching, so everyone on the planet is their ideal customer, essentially. I said, "Is there a...

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Justine Beauregard: Day of the month that you could drive to the city and just spend your day exploring the gallery and meeting people and seeing what events are happening and maybe planning your day around that?" They were like, "You know what, there's actually a gallery opening next week. I think I could make it. It's on a Friday. I have the day off." I'm like, "Okay, great." So they went into the city. They're like, "I met so many amazing people, so many potential clients. I had the best day ever. I was out walking the street. I went into..."

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Justine Beauregard: Several different galleries. I did this whole tour. I got a coffee. I sat down. I had a potential partner who could introduce me to people." I'm like, "That's one day a month, twelve times a year."

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Jessica Miller: Right.

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Justine Beauregard: They found the solution. There is a solution for every problem. Every problem has ten times more solutions than roadblocks.

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Jessica Miller: Totally. Yeah. I think you also said it, and I think this is a really important piece, is that in your world and in my world, and I think we're saying the same thing, it often starts with the offer. Like, what are you selling? Is it optimized? Is it going to draw in the people? Is it gonna be "hell yes" for them? And is it "hell yes" for you? You talk to this person, there's some disturbance in the force. You're like, either you don't love it or it's not optimized. Like something's going on here. Once that's...

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Jessica Miller: Sort of nailed down, then the next piece becomes, what exactly do you want? To your point, are you looking for three high-end clients? Are you looking to sell a \$50 product to a thousand people? And then, what are you doing now and what's working, what's not working in relation to the ultimate goal? Then it becomes like you said, how do we craft the sales process and insert you into it in

a way that ties super tightly to that result, is embedded in reality, feels great for you. And then we start to get creative...

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Jessica Miller: And like, how do we pull this together? Like, do we make a super potent day for you every single month where you accomplish what maybe somebody else will accomplish in 30 days, because you're you, you have this goal, you're in the right place, you've got the partner, and then you kind of craft this sales strategy that ultimately puts that offer in front of as many of the right people as you possibly can. Because either you're working your tail off all the time being inefficient, that was your one right scenario that you see a lot, or the

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Jessica Miller: other part is nobody's seeing your offer. You're not making any offers, you're not selling this to anyone. So you're frustrated and you're stagnant, but there's always a way through. And I think the beauty of what you do is you're so good at it. You can come in and kind of cut through all the noise, ask the questions, then you're like, okay, off to the races. Let's do this, and then your client gets really creative and comes up with that solution in partnership with you. And then they're moving.

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Justine Beauregard: Yeah, I mean, and it's about asking the right questions. You know, you and I are trained to ask the right questions, not just any questions. And so sometimes those right questions, you know, they depend on the situation and the circumstance that that person is in. When I meet somebody who is not doing enough, yeah, when I meet somebody who's not doing enough sales activity or, you know, they're not showing up enough, I'm always getting curious about that because it's very different from person to person. Sometimes I'll talk to somebody and I'm like, why do you think

31:26 - 31:40

Justine Beauregard: that is? And they're like, well, I just don't know where to go. Okay, well, let's figure that out. And they always know where to go, by the way, but, you know, that's their belief and what you believe is true for you. So if that's your

31:40 - 31:41

Jessica Miller: thinking point. You just might not be

31:41 - 32:08

Justine Beauregard: seeing it. Right, and so I say, if I found you a place to go, would that solve your problem? And usually they're like, no, probably not. Yeah, so it's not really where to go, right? So let's keep going. Like, what else could it be? And so we explore these things. And for some people, it's they actually have an offer that they don't want to sell because they feel like it's too much of a steal. And they're afraid that they're going to be resentful of the people that buy it from them because they've just priced it so low

32:08 - 32:41

Justine Beauregard: because they're so desperate to sell it. Yeah. They've gotten to a place where they're just like, every time I get on the call with somebody, I want to discount and change it and, you know, there's reasons for that. There's psychological reasons why we make choices like that instead of standing firm in the offer. And in fact, we're unselling ourselves every time we bend on our offer because we're showing the person on the other side of the conversation that we're not sure what they need. And ultimately, nobody buying from you knows what they need. They're waiting for you

32:41 - 33:00

Justine Beauregard: to tell them. So if you're a plumber and someone says, my toilet's broken, it's not working, I flush it, nothing happens. And you come in as a plumber and you say, what do you want to do about it? The consumer is going to be like, I want it to work. I don't know what I want to

33:00 - 33:03

Jessica Miller: do about it. So you tell me. Exactly. Like I don't want

33:03 - 33:14

Justine Beauregard: to say, well, you know, we have two different parts that we could try to see if it works. Which one do you want to try first? And they're like, dude, fix the toilet. No idea.

33:14 - 33:16

Jessica Miller: Make it flush, I don't care.

33:16 - 33:42

Justine Beauregard: And if you tell me that those parts, like one of them is a thousand dollars and it's for sure going to fix the issue and one of them is 50 bucks and it might fix the issue, depending on what's of value to me, I'm going to say, I don't want to deal with this again and I don't want you to come back. So just, I'm going to pay the grand and I'm going to have you fix my toilet. That's the stage of life I'm in, right? Ten years ago, I would have been like, let me pay the 50 bucks

33:42 - 34:11

Justine Beauregard: and see if it works. And if it doesn't work, then I'll have you come back, right? And so depending on who you're selling to and how you're, these are the things that we show up in our own businesses acting like that plumber who's like, so what do you want to do about it? What part do you want to use? And which one do you like better? And we're like, we don't know, I want to pee in a place that actually flushes. Like, that's all I want. And so when we go into a conversation with

34:11 - 34:47

Justine Beauregard: somebody and we're selling to them and we're like, you know, this is my offer. And let's just say it's a package, like three months coaching offer. And then that person says, you know, I don't know if I need three months. How about if we just do two months? And you're like, yeah, I think we could make that work. You just unsold yourself. Because even if that person buys from you, you're diminishing your own expertise. And a lot of the time, and I'm bringing this one up specifically, people package offers that don't actually need to

34:47 - 35:13

Justine Beauregard: be packaged. And I see it all the time because they don't want to price hourly and they're not quite sure what to do. So they just put together some 90-day offer because 90 days is some magical number like 10,000 steps. They pick a random number and then they're like, yeah, three months is the magic offer. Six months is the magic offer. And then you then you say, okay, so could we do it in five? Probably. Could we what what if it takes eight? That could happen.

35:13 - 35:15

Jessica Miller: Exactly. Right.

35:15 - 35:46

Justine Beauregard: Then why is it a package? Like it needs to be packaged when that is how much time it takes every single time. That's the reason why we do that. So a lot of the choices we make about our offers actually make it harder for us to sell our offers. Yeah. And, you know, they impact our conversions in a negative way for no reason other than we set them the same with our goals. When we say, I want to make a hundred thousand dollars from zero dollars. And then you feel discouraged every day because you're not hitting

35:46 - 36:10

Justine Beauregard: that goal. It's like, how do you eat an elephant? One bite at a time. You can't just say I'm gonna eat this whole elephant today. Why don't you start with your first thousand dollars instead of the hundred thousand so that you can actually feel the progress and the momentum and build to that goal versus, well, let me just try to do all of this in one sitting. And then I feel sick and I can't keep going and I'm frustrated and I get into this overwhelmed.

36:12 - 36:46

Jessica Miller: Yeah. Yeah. Yeah. I think one of the most important things when it comes to selling is you have to sell yourself first. Once you are sold and you are certain, you will be able to hold the space for other people who are not certain yet. But as soon as there is a crack in that armor, all the disbelief in you will come seeping through it. You have to be rock solid. I think, and I'd love to hear what your thoughts are around this. Once you're figuring out where this person is, and then that next piece, I

36:46 - 37:19

Jessica Miller: think that the selling part to you is one of the most crucial steps to making your sales process successful and repeatable. Because once you're convinced and locked in and in belief, no one is going to convince you otherwise. And I think this is true with, with yeah, well offers, you have to be a hell yes. You have to love it so much and expect that when people come into your space and they're on a consult call with you or they're standing in the store or whatever it is, they don't believe yet. Yeah, it's your job to

37:19 - 37:48

Jessica Miller: hold that space in certainty and belief and let them have their moment and not budge one iota in your knowing that this is awesome. It is a slam dunk. They are hitting the jackpot if they buy this thing from you. Like, I

get to work with, just like in your brain, you're like, anyone who works with Justine is gonna have the time of their life. I cannot wait. Who's next? But tell me what you think. That's what I think about that, sales being sold to yourself.

37:48 - 38:27

Justine Beauregard: Yes, I say it slightly differently, and this is actually my number one rule of selling. It's my number one rule of selling. You cannot be outsold. That's how I frame it. In a sales conversation, every conversation, two people are selling. It's not just you selling, it's the other person. So one of you will be outsold because someone's going to win. This is a game of chicken. Somebody needs to win, right? So if you go into it knowing that, like, and by the way, I'm the best at chicken, like no one's ever, I will die on

38:27 - 39:01

Justine Beauregard: this hill. Yeah. But I, but I, I will go into it. Like there's no possible way. Like, yeah, no matter what they throw at me, if they think that this is better, I don't agree. Like you cannot unsell me on anything. And I get to that place very quickly. I'll meet somebody and they will tell me about their offer and I will sell myself on it within seconds of hearing the offer. Even if I don't believe that it's the best offer they can make, I will still do that in my mind for the sake of

39:01 - 39:01

Justine Beauregard: that, right?

39:02 - 39:02

Jessica Miller: And then

39:02 - 39:22

Justine Beauregard: they will say different things and I'm like, but that goes against this and that goes against that. Like I can't be outsold. So the minute that someone brings something to you that you think, yeah, that might work, you

don't let them know in the moment. You have to stay, you know, sold in the game. Be sold.

39:22 - 39:23

Jessica Miller: Yeah,

39:23 - 39:51

Justine Beauregard: but at the end of that conversation, and this is why sales evaluations are so important because at the end of that conversation and you bring that back to the drawing room and you say, you know, what they said really did make a difference. I do think I could probably work with someone in this way, or I could probably change this part of my offer. And then you sit on it, you still stay unsold, you know, sold completely on your offer, you can't be outsold, but you work on that until you get to a place where

39:51 - 40:23

Justine Beauregard: You reframe around your offer and then you get to a new place of not being able to be outsold. And if you have multiple offers, this is so critical because if you truly can't be outsold on your offer, then you can't be making multiple offers at a time. I see people doing this a lot when they write up proposals and they have five options for the client. Yeah, you haven't asked enough questions yet to get to a place where you know exactly what's the right fit for them and so by presenting multiple offers you're allowing yourself

40:23 - 40:52

Justine Beauregard: to be outsold on all of your offers which means this is not an appropriate part of your sales process and you have to look at that and think what information am I missing to be able to tell? And sometimes you're not missing anything. Sometimes it's just a confidence issue. Like I had a client the other day who sent out a proposal to people with two offers, two of her signature offers. And I said, I already know which one is the right fit for this person based on what they sent you in the email that they

40:52 - 40:52

Jessica Miller: were right.

40:53 - 40:59

Justine Beauregard: But which one do you think? And she said the same one I was thinking. And I said, why didn't you just pitch

40:59 - 41:00

Jessica Miller: that you offered?

41:00 - 41:08

Justine Beauregard: Yeah. And she said, I don't know. I think it's because I wanted to give her options and make her feel like she was in control of her choice.

41:10 - 41:10

Jessica Miller: Yeah,

41:10 - 41:20

Justine Beauregard: and that is such an interesting... It's like, okay, so hold on. How is she not in control of her choice being presented with one offer?

41:21 - 41:23

Jessica Miller: Always. Right. Yes. And it's

41:23 - 41:53

Justine Beauregard: just like, oh, I never thought about it like that. And so if you really sit with it, actually what you've done now is you've made it harder for her to get the help she needs because she's going to be fatigued with decision-making of which one is the best one. I don't know what I need. It's your job as the salesperson to tell her what she needs. And if she's not clear, which clearly she's not going to be because you're not clear and you have to be the one who goes into it clear,

41:54 - 42:06

Justine Beauregard: that sale is not as likely to close. And here's the beautiful thing. You're not stuck when this happens. Like let's say someone's listening to this podcast right now

42:06 - 42:07

Jessica Miller: and they're like, oh crap, I

42:07 - 42:37

Justine Beauregard: just sent out an email proposal with two different offers and I'm like guilty of this all the time. What do I do now? There's always solutions, right? We're not looking at what we've done wrong. We're looking at what can we do from here. So for her, I said, here's the thing, very unlikely that she's going to respond to you within the next couple of days because she's going to be mulling over her decisions, right? So over the next day or two, you're going to send her another message saying, I was thinking either one of two ways,

42:37 - 43:03

Justine Beauregard: either A, what I would do, which is get her on a call. I had a thought about the proposal that I sent over. Do you have a few minutes to chat about it and get her on the phone and talk about the offer that you think is the best fit. I think that's the best way to go, especially when you're not as well versed in how to sell and you need that experience of talking through and hearing people's objections and questions and all of the things. But the other option is to just send an email and

43:03 - 43:36

Justine Beauregard: say, have you given any more thought to the proposal I sent over? If it helps, I do think offer B would be the better choice for you for these reasons. We could get started this way. Let me know your thoughts, right? So you're still able to position that and you're still able to kind of salvage that process. And then you know, don't just do the same thing next time and then end up in the same circumstance. Take that scripting and put it into a document and remember, oh, these were the qualifiers that made her a good

43:36 - 43:54

Justine Beauregard: fit. So I'm gonna put those qualifiers in my sales process. These were the scripts that I used to kind of pitch this offer. I'm gonna do that earlier instead of presenting two options. This is how I would present this option, and this is how I would frame it. And now you're starting to iterate and optimize your sales process from that experience and hopefully still be able to close that sale as well.

43:55 - 44:31

Jessica Miller: Yeah, totally. Yeah. So sort of in summary, when I think about these sort of milestone steps in that sales process that are super important. One is that people have an offer, it's locked in, they are super excited about it, and it's optimized, and you're also bought into what that offer is. That's the first step. It's like, what do you want to sell? Why do you love it? What's going on with that offer? The second part is what are you doing now? Like, let me understand where the breakdown actually is. I think the next step is making sure

44:31 - 45:05

Jessica Miller: that you as the person, the business owner, the salesperson is rock solid sold on that offer, where you are sure even in the face of all the people walking through your door that don't believe are going to say no, are the wrong fit, all the things. It's still an awesome offer. It is put together well, it delivers on its promise, and it's really, it's a true service to your client when they buy it and you're in belief of that. And then that last piece, which I think is equally, if not more important, is that you're in

45:05 - 45:39

Jessica Miller: that leadership energy. You are really there to help people solve problems and they're looking to you as the expert and you maintain that mental place and even energetically on the call, you're not giving away that power. You're not giving away that expertise to people. Just the plumber was a perfect example of when people are calling you in, they are calling you in as the expert because they want to know what you think about it, why it's a good solution to their problem, how much they're going to pay, when it's going to be done and how much

45:39 - 46:10

Jessica Miller: better their life is going to be when their toilet flushes. They are not interested in going back and forth with you about it. And I love that you do this one on one, because similarly in my world, I think nuances matter, right? Every person is different. Each business is different. You can also solve a problem in a variety of different ways. You can sell it in a variety of different ways, but it really matters. There's an intersection between your framework and your expertise. And then the person, the actual human, that's a part of that. And I

46:10 - 46:41

Jessica Miller: think being in that beautiful space where they're safe and they feel like they've got someone in their court. You said something that I loved and it kind of triggered my memory, which is I do believe on sales calls, at least for me. And I think this is true for you too, Justine, that you're fighting for this person. You're fighting for their offer. You might be the only person that ever didn't take all of their BS and all their limiting beliefs and all the reasons it couldn't work and you are fighting for the thing that they want

46:41 - 47:13

Jessica Miller: which is to figure this out and get out there and sell it and change lives. And I think when we are in that place, we step up in our gravitas and in our expertise and we really fight for this person. We're like, you know what? You can have everything you want and everything that you think or that's going on right now in your business does not have to be the reason that you don't fulfill your dreams, right? And I think it's a fun place to be in that space to do that for people and to make

47:13 - 47:22

Jessica Miller: that work. And I think one-on-one settings are great for that because it's a vulnerable thing. And it really, it's a relationship between two people, the coach and the client.

Here's the revised text with spelling and grammatical corrections, maintaining the format and timestamps:

47:23 - 48:00

Justine Beauregard: Yeah, I mean, one of my favorite quotes is "when you feel helpless, help someone." And I think it extends even into this conversation, which is you might not feel helpless, right? But you need help. And when you're coming at it from a place, even like as a salesperson, your goal is to show up in service of other people because at the end of the day, it's not about you. It's not about your ego. It's not about how good you are, any of those things. It's about getting that person what they need. You show up with that

48:00 - 48:28

Justine Beauregard: fierce friend energy. Like when your friend is in trouble and you're just like, "what do you need? I'll be there in 5 minutes." You know, like you

just, you show up for them and you don't accept their excuses and you see how incredible they are and you know the power of what they could do and the life they could live and all of those things. So when you show up to a sales conversation with that fierce friend energy, everybody is going to feel supported. They're going to feel like they can relate to you. They're going to

48:28 - 49:02

Justine Beauregard: trust you more. It's a totally different energy than like, "how do I sell the thing that I made?" It's "how do I show up and help this person? And I happen to have the right things for them to be able to help them." And when you were talking about the sales process, and I think those are all beautiful points and almost like pillars that support the sales process. I do find it interesting whenever I meet somebody new who has never created a sales process before because they don't know what it looks like and they feel like

49:02 - 49:30

Justine Beauregard: it's some big thing like a business plan or something like it's got all these different components and it's overwhelming. They're always surprised at how simple it is. Like I create my sales process documents in Google Docs. Like it's not a revolutionary process to create one. And I want you to think about it if you're listening to this and you don't have a sales process. These are kind of the components that you want to think about when you're creating your sales process and it's almost like the who, what, where, when, why, how, right? You're thinking about

49:30 - 50:00

Justine Beauregard: where am I going to go to meet people? It doesn't have to be a ton of places and it probably shouldn't be a ton of places. Where am I going to go? Who am I going to talk to when I get there? And I don't believe in niching down by like the mom who wears jeggings on a Tuesday and loves Schitt's Creek. Like I believe that your niche was naturally created by your offer. So if I'm selling plumbing services, to go back to that example, I need to meet the person who owns a toilet that can sometimes break, right?

50:00 - 50:31

Justine Beauregard: And that's how I know that I'm serving my right person, not by the fact that they live on this street in a certain city, right? And then what am I

saying when I get there? So I've just connected to that person in a space, I know who they are and what they care about and how to qualify them. And then I'm figuring out what I'm saying to them so that I know that they're my person and they know that I'm their person. And this is like the stages of a buyer cycle is basically what we're going

50:31 - 51:02

Justine Beauregard: through: awareness, consideration, decision, and then nurture. And then you need to figure out what is my process for closing this person. So as a plumber, to your point, if you go to someone's house and you're looking at their toilet and you need to give them a quote, what does that look like? Do you give them the piece of paper there on the spot? Do you leave it in their mailbox? Do you send it to them via email? What is your process for closing? How do you know when they're a yes or a no? Do they have

51:02 - 51:28

Justine Beauregard: to decide in that moment? Do they book a call? Do they book a service appointment while they're there for the consultation? Do you do the work while you're there and map out enough time to be able to serve them on the spot? Like you get to decide what that closing process looks like. And so if you find, and this is another thing about optimizing your sales process, if you find like, when I email them, I get a much better response than when I leave something in their mailbox, or when I offer to do the service

51:28 - 51:58

Justine Beauregard: on the spot, I close 75% more sales. So I need to leave enough time to be able to do that work. Or certain quicker projects like changing out a valve or something like that that would take 20 minutes. Every service appointment needs to have enough time to do those because those are quick jobs, they're low ticket, and they turn out quickly. So I could increase my close rate that way. So you're noticing these things that you can optimize from. But if you just show up at people's houses and sometimes you make an offer to do the

51:58 - 52:27

Justine Beauregard: work and then sometimes you don't. And sometimes you leave it in their mailbox and sometimes you email them and sometimes you call them back and sometimes you forget to. You can't create a process around that

that's optimized. So every time you enter into a new situation with a new person, you're starting at ground zero again and having to figure out why it didn't work or what could work better versus just saying, every time I do this, it works. And so until it breaks, I'm going to keep doing this. Yeah. And you leave a little bit of

52:27 - 52:58

Justine Beauregard: margin for play and creativity and optimization and all of that. But for the most part, you're doing the same things day in and day out. And that's why a lot of people don't like creating processes because it feels boring to do the same thing day in and day out. But the way I look at it is you created something amazing and every person that you serve, every circumstance that you enter into is naturally going to be different, is going to test your creativity in different ways. And so you can look at that like, "wow, it's

52:58 - 53:31

Justine Beauregard: so boring to always sell graphic tees out of my boutiques from 9 to 5 in this specific way." But the people who come in to try things on have different questions. They have different experiences. They want different looks. You iterate what you offer in the store. You get to be creative in other ways. And so you need these processes to have a successful growing business. Otherwise, you'll always be that tiny shop owner who is full of inventory in the back room. That's just taking up space and money, not generating profits. Nobody's happy when they come in

53:31 - 53:36

Justine Beauregard: consistently. People come in and come out. You always have to look for new customers and it's a nightmare. You don't want that. Yeah. And

53:36 - 53:42

Jessica Miller: it feels disjointed to the potential client. People feel that as well.

53:42 - 54:06

Justine Beauregard: Totally. Yeah. Think about when you go into a restaurant and you order the same meal and you're like, "this is my favorite meal." And the chef is like, you know what? I felt like switching it up. Instead of chicken, we're doing pork today. And you're like, "what? This is my favorite meal. I love the way it's," I

came to this restaurant for this specific meal versus if you're a test kitchen and they know you can never get this meal again, that's a totally different sales model.

54:06 - 54:08

Jessica Miller: Right. They know what to expect. And

54:08 - 54:38

Justine Beauregard: I think a lot of people, you know, they, we are inherently creatures of habit and we want the restaurant that has our favorite dish that we go to every single time, because that's the mass market. The early adopters are the people who are like, "let me try something new every time, let me be spontaneous and all of these things." But like anyone you normally meet, like think about the last 20 things you ate. I bet you there's overlap, right? You like routine and you go to the same core ingredients and things. So you want to treat

Here's the revised text with spelling and grammatical corrections, maintaining the format and timestamps:

54:38 - 55:00

Justine Beauregard: your business the same way. It's not that you can't go out and experience a meal that's totally fresh and new every once in a while, but the basis of your diet, you can't control your weight and your joy day-to-day very easily if you're always eating different things and nothing's ever measured or in a way that's anticipated. Yeah. So we need to treat our businesses like that.

55:00 - 55:30

Jessica Miller: Yeah. And I think it goes back to this idea as well that you want to do what's working. You want to have a process. You want it to be repeatable. You want to make sure it's creating the results that you want. And then you want to iterate on that. And to the point that you just made, Justine, people like—I'm actually a trained pharmacist. And let me tell you, the biggest thing that we did was counsel people: when you take this, here's what's gonna happen. This might not happen. You want to do it this way, because people

55:30 - 55:45

Jessica Miller: like to know what to expect. They don't care if something random happens as long as they can expect there's randomness. But if they don't expect

that, they get really thrown off and it ends up screwing up the whole flow of everything.

55:45 - 55:53

Justine Beauregard: So, yes, yes. And they're positively surprised when it doesn't happen. When they're like, "oh, I'm going to get migraines for days," and then they don't get a migraine, they're like, "woohoo, this is great."

55:53 - 56:08

Jessica Miller: Right. Yeah, they're happy either way, as long as they're not surprised in a negative way, you know what I mean? So I love this so much, Justine. This was amazing. I know people are going to want to come and find all the awesome information you put out there on the web. Where can they find you?

56:09 - 56:22

Justine Beauregard: Yeah. So I have a podcast as well. It's called People Over Profit. So that's a great place to start. And then I also have my website, JustineBeauregard.com, and that has my social links and offers and all of the things to get to know me.

56:22 - 56:49

Jessica Miller: I love this. Thank you so much. And like I said, we so appreciate you coming on here. Sales is such an important part of the entrepreneurial journey and one that I know you agree with people should love. It's such a huge, huge piece of the fun of being an entrepreneur. And for everyone listening to this podcast, go right now, as I said, and implement some of the things that you've heard from Justine today. It will set your business on a whole different trajectory and it will make it a hell of a lot more fun. Until next

56:49 - 56:52

Jessica Miller: week everyone have an awesome week.