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RECLAIMING SALES



SALES IS NOT WHAT YOU THINK IT IS

NON-SHITTY SALES

In no way do I pretend to know what's right for you. I do, however, know that the bullshit you're telling yourself about sales is not helping you.

So, contained within these pages are pieces of my proven sales philosophy. I offer them to you here for you to see that they're possible to hold so that you can decide what to try on, what to keep, and what to toss.

I'm offering you information. You get to make the decision.

We may agree on some things. You may disagree with me on some. You're totally allowed to do that. I simply invite you to consider what I'm offering you here to create some gentle shifts for yourself, so that your own sales philosophy will start to serve you, your clients, and your business better.

Here's what I'm NOT going to give you: scripts, fancy methods, psych hacks, linguistic strategies, or any other kind of copy/paste concept.

Why?

Because when it comes to sales and marketing, that shit just doesn't work. People sell it! You can purchase sales scripts! But not from me.

What I teach is honoring your full self and your clients' full selves as the core foundation of everything. Copy/paste strategies are bullshit — because they're not YOURS. There are no magic words, scripts, hacks, or methods to "make people buy."

If there were, that would be manipulation. And manipulation is the number one fear I hear from my clients about sales. You don't want to be pushy. You don't want to force people into anything they don't want to do. Therefore, YOU DO NOT WANT A SCRIPT.

You THINK you want a script, because you think sales is some fancy skillset. But sales is not what you think it is.

Let's get into it.

SALES HAPPEN FOR TWO REASONS

1. A need or desire has arisen organically.
2. Something has created a need or want.

But you likely have some other, unhelpful ideas about what SALES means that are holding you back and holding your clients back. So we need to redefine what SALES means in your brain.

To start that process, use the prompts below to get all the thoughts you currently have about sales out of your head.

- What does SALES mean to you?

- Why do SALES happen?

- What do you think makes someone good at SALES?

- What other thoughts do you have about SALES that hold you back from SELLING?

- How does the idea of SALES and SELLING feel in your body?

The thoughts you currently have about sales didn't just come from nowhere. There is some validity to them. We **COULD** get into the psychologically manipulative approaches to certain advertising practices and marketing approaches. We **COULD** talk about the high-pressure sales techniques that people are **TRAINED** to do. But what I want to offer you here is that you think that shit happens naturally; that someone inherently taps into the techniques and tactics that are based on research, taught in universities, trained in companies, and not at all something anyone is magically born with. It's a set of intentional approaches that — if you're afraid of sales — you specifically don't want to use.

And the great news? You're not going to even come close to any of that when you're showing up as yourself to offer what you have available to someone who wants it.

BULLSHIT THOUGHTS PEOPLE HAVE ABOUT SALES PART 1

I'm betting some of what's below sounds a lot like what you wrote above. No, I'm not psychic. I've just trained and coached thousands of people and there are some common themes in their fears about sales.

- Sales is pushy/gross/unethical.
- There are certain words or tactics to learn OR just ways of being that makes someone good at sales, but mostly in a gross way.
- Something, something, something, "overcoming objections."

These all boil down to a misconception of the meaning of sales — the belief that selling is trying to convince someone to purchase something they don't need or don't want.

But what if SALES really just means providing information and making an offer, so that the other person can make an informed choice on their own behalf?

And what if by NOT selling, you're actually taking away their choices and robbing them of their autonomy, because they then don't have the appropriate information and don't know the options available to them?

If I don't give you information upon which you can base a decision, I'm making the decision for you. (Do yourself a favor. Read that again. Out loud.)

Use the following space to record any reflections or shifts this section offers you:

BULLSHIT THOUGHTS PEOPLE HAVE ABOUT SALES PART 2

- **People will buy what they want.**
- **If they want it, they'll ask for it.**

These beliefs make the assumption that their desires will lead them to approach you. But what's more likely is that if you don't offer what you're selling:

1. They'll think you don't like them.
2. They'll think you don't want to work with them (or in the case of a renewal, that you don't want to work with them further.)
3. They don't even know that you do offer it and that they can buy from you!

If they want what you have available, but you don't offer it, you're right! They'll buy it! But they'll do so elsewhere, from someone offering it. Because they won't want to risk humiliation by asking someone they think doesn't want to give it to them, or who they don't even know is offering it.

And the reason you're not asking is because you're making that ask mean more about you than you are about what it could do to help or serve your client.

You're expecting your current or potential client to have more confidence than YOU have as the seller. You're expecting them to ask for something you're not offering. While you may want to actively work to dismantle the relationship hierarchy we've socially created between buyer and seller, in the beginning you're the one with the power.

That power is to offer them information so that they can then use their power to make a decision. Your part comes first.

Will there be clients who buck the system and ask for what they want? Sure. But they're the occasional few, not the standard many.

Use the following space to record any reflections or shifts this section offers you:

BULLSHIT THOUGHTS PEOPLE HAVE ABOUT SALES PART 3

- Taking money from other people = icky.
- Marketing is okay, because that’s serving an audience for free.
- Something, something, something, “capitalism.”

When you accept payment for your products or services — whether on your own behalf or on behalf of someone you work under as an employee or contractor, you’re delivering something in exchange for that payment. In no way do I believe the relationships you have with your clients are transactional. I believe those relationships are built on trust. However, there will always be an exchange. **Because you are a professional. And the transaction helps ensure you can create and uphold professional boundaries.** They pay for X. You know that. They know that. There are inherent structures based on your professional offer. **And you can rely on those structures to ensure the integrity of your work.**

There’s a second crucial factor here that is somewhat controversial, but that I’ve found to be relatively true in most instances: **People don’t show up for free shit.**

Personally, I would much rather take someone’s money in exchange for a high-value opportunity for their own growth and transformation than expect them to be as emotionally invested for free. Because I know how much more they’ll get out of the work when they’re invested in it.

Is this a capitalistic viewpoint? Sure. Would I MUCH rather we live in a society that’s not dripping with toxic capitalism? Yes. Yes. All of the yes. But just like I can choose to let sexism, homophobia, and all the other systems of oppression paralyze me OR I can choose how I want to show up to dismantle them, I can make the same choice about living under capitalism.

Capitalism exists. We can all agree that as a factual truth of the time and place in which we live. And we could all go live off grid and opt out of the capitalistic society that surrounds us. But how many people would we be able to reach from there? Probably not many. And how big of an impact could we make there? Probably not much of one. Plus, honestly, as a coach **I’m pretty confident that my clients paying me means their money is far better off than it would be in the hands of Amazon, Pornhub, Miller-Coors, or any other company that profits off of people trying to feel better and then fucks up the world with those profits. And I’m pretty confident the same is true for you.**

Use the following space to record any reflections or shifts this section offers you:

THERE ARE NO MAGIC WORDS. STOP LOOKING FOR THEM.

The first question many people ask me when they hear about all the sales incentives and accolades I've received over the years, is, "What are the words you say?" They always want my sales scripts. They want me to teach them how to say the right things to make people buy. But I said it before and I'll say it again: You don't want a fucking script. What you want is to stop being afraid of sales. And you think a script will give that to you, but it won't.

Of all the "Bullshit Thoughts People Have About Sales" listed above, the main concept is that you don't want to be "salesy." Which really means that you don't want to be manipulative. And if there were a script that ACTUALLY worked or magic words that could ACTUALLY make people buy, it would be manipulation.

By using a sales script, you'd be manipulating people, which is the thing you don't want to do. That's the thing you're afraid of. That's the thing that makes people hate sales. Instead, you need to shift your relationship to sales. And to do that, you need to shift your definition of sales.

Sales is nothing more and nothing less than a conversation. Your side of the conversation goes first: You offer them information and an opportunity to make a decision. Then it's their turn: They make the decision. You don't make it for them. (Unless, of course, you choose to NOT sell. In which case you're deciding their answer is no.)

To take this a bit deeper and make it more personalized, I recommend downloading my free 7-day course: [Reclaiming Your Sales Voice](#). It'll help you discover and hone your authentic AF sales voice by identify what you're ALREADY saying and how you're saying it in every day life, then applying that to your business.

If you want actual support, guidance, and leadership through shifting your relationship to sales so that you can grow your business, I'd love to work with you inside the [SellingU Community](#). And if you want in-depth work together with 1:1 strategy sessions and an in-person annual celebratory retreat, you want to get in the [SellingU Mastermind](#).

Doors only open once a year and spots fill up quickly. Get on the list and save your spot in the next cohort by pre-registering here: KeliLynJewel.com/SellingU.

I'd love to know what has shifted for you with this workbook! Tag me on socials and let me know! @Keli.Lyn.Jewel on [TikTok](#) and [Instagram](#).

-xoxo- Keli