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# RECLAIMING

YOUR SALES VOICE



## DISCOVER AND HONE YOUR AUTHENTIC AF SALES VOICE

# SELL IT LIKE YOU

First thing's first, so that you know what I'm selling: I'd love to invite you to up-level your sales skills with my [SellingU Community](#).

**Together, we will dive deeper into your business, in real time.**

The [Community](#) includes a private Facebook group for networking, hands-on practice, and entrepreneur-life support. You'll receive proven sales tools, weekly group coaching and strategizing with me, weekly co-working sessions, and ongoing non-punitive accountability. You get thought-out curriculum, guided practical application of the tools, and people to celebrate the shit out of you every step of the way!

**Mindset + skill set. Because they're dependent upon one another.**

And if you're looking for even more hands-on support, check out the [SellingU Mastermind](#). You get everything within the Community, plus a Mastermind-exclusive weekly call, ongoing support in an (always poppin') group chat, quarterly 1:1 strategy sessions, and an annual in-person celebratory retreat!

Spots are limited and doors only open once a year, so get on the list to reserve your spot in the spring cohort. [www.KeliLynJewel.com/SellingU](http://www.KeliLynJewel.com/SellingU)

Now, onto the course!



## SELL SOMEONE OR SOMETHING ELSE

Regardless of whether or not you choose to join in on [SellingU](#), this workbook is designed to help you practice honing YOUR sales philosophy, YOUR sales language, and YOUR sales technique so you can sell your offer like YOU.

**The assignment is simple: Sell someone or something ELSE every day for a week.** You're not selling your products, services, or opportunities. You're selling your friend's art exhibit. Or the cupcake shop you're obsessed with that the world NEEDS to know about. That book you read that you just KNOW someone will identify with. Or that movie you've been meaning to recommend, because that one friend will absolutely LOVE it.

**Take yourself and your offer out of it to give yourself a little distance. This will help you develop awareness into how it feels, what you say, why you're connecting the experience/product/information with that person or those people you're sharing it with.**

As you go, make notes. Answer the questions and identify how you show up for this communication. THAT is how YOU sell. Authentically. And it's how you'll best sell your own offer.

**The truth is, you're selling ALL THE TIME.** You're selling your kids on vegetables and nap time. You're selling your partner on a vacation and what to have for dinner. You're selling your parents on holiday plans. You're selling your bestie on the lip gloss you KNOW will look amazing on her.

**While this exercise may be simple, it is also incredibly profound. Because it allows you to tap into how you sell NATURALLY and do so with INTENTION. And this is the foundation of good sales: Natural conversations had with intention.**

When you discover how you're naturally selling in everyday situations, you'll be able to harness the power of your own sales voice in order to show up to your professional sales conversations in an authentic way, connecting with your current and potential clients in their authenticity, and allowing the conversation to flow like normal. No pressure applied. No scripts required. No magic words needed. No "overcoming objections." Just a conversation.

*Throughout the week, I'd love to know what you're selling! If it's a product or service you love, tell me about it!*

Day 1: What/who are you selling?

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Who is your audience? (Who are you selling it TO?)

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Why did you choose to make this connection? What's the benefit to your audience?

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How do you feel about making this connection?

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How would you describe the language you're using? What does it sound like?

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What else do you notice?

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Day 2: What/who are you selling?

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Who is your audience? (Who are you selling it TO?)

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Why did you choose to make this connection? What's the benefit to your audience?

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How do you feel about making this connection?

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How would you describe the language you're using? What does it sound like?

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What else do you notice?

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Day 3: What/who are you selling?

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Who is your audience? (Who are you selling it TO?)

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Why did you choose to make this connection? What's the benefit to your audience?

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How do you feel about making this connection?

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How would you describe the language you're using? What does it sound like?

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What else do you notice?

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Day 4: What/who are you selling?

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Who is your audience? (Who are you selling it TO?)

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Why did you choose to make this connection? What's the benefit to your audience?

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How do you feel about making this connection?

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How would you describe the language you're using? What does it sound like?

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What else do you notice?

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**Day 5:** What/who are you selling?

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Who is your audience? (Who are you selling it TO?)

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Why did you choose to make this connection? What's the benefit to your audience?

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How do you feel about making this connection?

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How would you describe the language you're using? What does it sound like?

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What else do you notice?

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**Reflection:** What themes do you notice?

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Where did you hold yourself back?

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What felt most authentic? And why?

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What felt least authentic? And why?

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How can you apply what you've learned about your authentic sales voice to selling your offer?

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How would it feel to sell your offer in this way?

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What might it sound like?

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*Congratulations! You've just created your own sales script. ;)*

Thank you for trusting me to guide you through this week. It is my pleasure and my honor to serve as your sales coach, whether or not we directly work together beyond this workbook! Trust is the cornerstone of my work and I do not take your trust lightly.

Please find me on [Instagram](#) and [TikTok](#) at @Keli.Lyn.Jewel and visit [www.KeliLynJewel.com/SellingU](http://www.KeliLynJewel.com/SellingU) to get all the details about the SellingU Community and Mastermind. We're an ultra-supportive, hands-on, non-punitive approach to sales and business coaching, providing you with practical application and networking that's unmatched. We provide "the how" that's always missing to fill in the knowledge gaps, while making the answers customizable so that they work for YOU. **Because copying and pasting someone else's business just doesn't fucking work.**

I'd love to hear what you've discovered about your own sales voice and how you're going to hone it to sell your offer! Tag me on [Instagram](#) or [TikTok](#) and let me know!

-xoxo- Keli