

Persuade to profit

Sales Mantras

- Entire point of having a business is bringing in new business.
- Always be prospecting.
- Warming up + Prospecting = Full Pipeline

Your Belief about Money and Your Own Worth

Requires awareness and belief about self.

The hardest sale is selling yourself.

To uncover your beliefs, ask:

- What are beliefs about you?
- What are beliefs about you and relationships to money?
- What are beliefs about yourself and your worthiness?
- When you believe you are worthy of making money and your stuff is good, you are more likely to close the sale.