

Dear Reader,

I'll be honest with you from the get-go and let you in on a secret: I never thought I'd be writing a book about selling. Never in a million years. In fact, I hate selling!

Okay, wait, before you put the book down again, let me try to rephrase that: to this day, I have never found a “sales method” that worked for me. They all felt aggressive and manipulative. Have you ever noticed that in 99 percent of the cases, the word “selling” or “sales” is written in red? Or that a majority of the best books on selling have a tomato-red cover? Is it just me, or is red the most aggressive color? Society has silently agreed that's just the way selling is supposed to be . . .

But that's exactly why I've agreed to write this book. Because I'm here to say: enough with the “red selling approach”; there is a different way.

My main mission in life is to bring more empathy and kindness to the business world.

That's why I wrote my first book, *Marketing Like We're Human: A Radical Business Approach to Get New Clients with Integrity and Kindness*.

The feedback from readers was amazing, but when talking to them in our Humane Marketing Circle, I noticed they were often confused about the difference between “marketing” and “selling.”

In addition, my book launch coach Wageedah mentioned to me that she noticed that most people on Amazon were searching for keywords related to “selling.” So it all started to make sense to me.

“Sell them what they want, give them what they need.”

The above is a proven marketing concept that we often get wrong. We sell people what we think they need. My marketing book is living proof of that. I thought what my people needed was a different way to market their business—with kindness and integrity. But instead, what they really wanted was also a different way of selling.

What we want is the sale; how we get there is by marketing. Marketing is about prospect attraction; selling is about client conversion. So technically, marketing is what you do to get people to enter your world and be exposed to your expertise so that they will reach out to you when they require your service or product (and you then sell it to them).

Perhaps you're thinking, “I've just bought this book, and you're telling me I should have bought the one about marketing?”

No, I believe in serendipity. And if this is the book that you chose at this very moment, then this is the right book for you.

And if you've already read *Marketing Like We're Human*, great! (Or *The Gentle Marketing Revolution*, which was the original title, but more about that later.) You've done a lot of the

hard inner work already, so selling will be much easier and you can probably breeze through the first part of this book about BEING.

I didn't write this book alone. It's the result of a beautiful collaboration. Five heart-centered entrepreneurs answered my invitation for a Humane Sales Lab when I announced that I'd like to co-create once again (I had co-created the Humane Marketing Program with three beta groups). In three Zoom calls, I presented them the outline of the book, and together we brainstormed what was wrong with selling, and what we wanted instead. It was truly a win-win situation, and the content in this book is the product of this synergy. Can I also add that it felt almost effortless and instead produced feelings of attunement, flow, and joy!

What This Book Isn't

This is not your typical sales book, that's for sure. No "guaranteed ways to double your sales in five minutes" promises. It's also not the ideal book for neuroscience geeks who are looking for proven strategies to influence (or should I say manipulate) their buyers' decisions and close bigger deals.

This is also not the book that claims to make you love selling! You know the kind? "I hated selling but now I love it (and made it my job), and I promise that you'll love it too". I can't with all integrity say that I now LOVE selling. I'd still prefer if money grew on trees and I could just work with my clients for free and do what I love. But as we all know, that's unfortunately a fairy tale, and selling is a necessity if you run a business.

What This Book Is:

- It's the result of a co-creation that followed my first book, *Marketing like you're Human*.
- In a way, it's an un-selling guide to help you unlearn some old ways that are no longer working for you (or have never worked but you did them anyway because you thought you had to).
- *Selling Like We're Human* is a radically different approach to selling, guided by our natural human reactions to pushy sales. A fancy term for it would be "Business Process Re-Engineering."
- It is a blend between personal development and very practical, real-world grounding business and selling applications—a dance between BEING, KNOWING, and DOING.
- It's a collection of stories from heart-centered entrepreneurs as well as my own.

Are you ready to change your perspective about selling?

Are you ready to let go of your natural reaction to sales (usually this manifests in some kind of revulsion) and make a radical change?

Are you ready to empower your clients instead of dehumanizing them with sleazy sales techniques?

Then you're ready to dive into this book!

Warmly,

Sarah Santacroce
Lausanne, Switzerland

Who This Book Is For

I don't write typical "how-to" books.

So this is not your typical sales book. Instead, this is a call for change, a disruption of the current unethical selling tactics.

It is a people's revolution, and its intention is to rally gentle visionaries and mobilize their potential to change their company's ecosystem.

This invitation for change is addressing you:

1. If you are a heart-centered, service-oriented entrepreneur.

- You are looking to grow your business with integrity and authenticity.
- You have taken countless sales programs with the hope of finding techniques that work for you to get more clients. But so far, you have found nothing.
- You always end up feeling like a "fake" applying someone else's prescribed version of how you should sell.
- You are ready for a different, better approach to selling that is in alignment with who YOU are!
- You are not in business just to pay your bills or build your own wealth.
- You want to help others and make the world a better place.
- You care about people, nature, equality, and diversity.

2. If you are a "Selling Impact Pioneer."

I borrowed the term "Impact Pioneer" from my former client and friend, Jacob Mayne, from New Angles. According to Jacob, "Impact Pioneer" is a term that refers to people who do business with the goal of creating positive social and/or environmental impact.

As a "Selling Impact Pioneer," you are a forward-thinking sales executive or other professional working in small to mid-sized companies. You care about "Business for Good," and maybe your company has already received or applied for the B Corp label. This thinking motivates you to build a company that balances purpose and profit, and therefore you are interested in creating trust-based relationships with your customers. You realize that businesses reflect the values of their leaders, and you are open to and curious about becoming a gentle sales leader and influencing your company's ecosystem.

What's Wrong with Selling?

Just like we lost the human connection in marketing, the same thing occurred over the years in sales, especially in the online space. Everything is built around speed. Because when we sell fast, we can sell more. So there is no time to lose on connection, on empathy with the client, on allowing time for decision-making.

In addition, the same psychology-based insights that marketers started using to lure in potential clients also made their way into sales conversations.

In *Marketing Like We're Human*, I covered two of those manipulative strategies extensively, but let's summarize them here and see how they apply also to selling.

Overuse of the Scarcity Principle

The scarcity principle is an economic theory in which a limited supply of a good, coupled with a high demand for that good, results in a mismatch between the desired supply and demand equilibrium.

It's often explained with the cookie jar study. Stephen Worchel offered two groups two nearly identical jars of cookies. The only difference was that one jar had ten cookies, while the other jar only had two cookies.

When asked which jar they preferred, participants preferred the jar with only two cookies in it!

That's because, psychologically, people assume that if there is less of something, it must be in higher demand. Therefore, it must be of higher value.

It's not the principle itself that's wrong, it's how sellers present it that doesn't feel good.

Let me give you two sales conversation examples that use scarcity to prove my point:

"There are only two spots left to get in on this 'High-level Client Attraction' program. And I'm speaking to three other people today."

"There are only two spots left to get in on this round of the 'High-level Client Attraction' program. If this feels right for you, and the time is right, we'd love to have you join us! Do you want to sleep on it and let me know when you're ready? It's a big investment, so we don't want to rush things. "

The first example uses urgency, fear of missing out, and some manipulation to scare people into buying.

The second example also uses scarcity, but the seller reminds the buyer that this is not the last chance ever, but that if the timing feels right, he'd love the opportunity to help her. The buyer feels heard and seen by the seller, not just like another number, as in the first example.

Both examples use the scarcity principle, but the feelings that are triggered in the buyer are different. The buyer in the first example will either sign up or be left in a state of anxiety that he's missing out and will probably never have a successful business, never be part of the "cool kids." And even if he does sign up, he will come to the program with this scarcity energy.

The reader of the second example feels at ease to decide when she's ready. She appreciates the offer to "sleep on it." When she signs up, she comes to the program with an energy of abundance, feeling like she'll be taken good care of.

Which situation would you rather put your customers in?

Make People Feel Less Than (wealth signaling, exaggerated promises, too much focus on success)

In the online marketing world, using six-figure headlines (as in: "The SECRET Success Formula that Gavin Used to Get to Six-Figures within Six Months") has become as common as sliced bread. And wealth signaling and other exaggerated promises of success are also often used in sales conversations: "You'll make back your 20k investment with just one client."

The same thing goes for other exaggerated promises (for example in the wellness and fitness world) that make people feel not good enough in their current state, so they are basically pushed to buy out of fear.

Not only is that a sales tactic that lacks integrity and contributes to an ever-growing feeling of anxiety amongst society, but it also doesn't work from a business building perspective. Because when people buy out of fear, they are so stuck in that scarcity energy that they don't get the promised results. The marketer then ends up with numerous clients who get very mediocre results, and therefore the marketer has to keep hustling because clients who get no results won't refer their friends.

It's this downward spiral that just keeps on spinning, generating more anxiety, more unhappy clients, and eventually leads to the seller's failure.

In addition to the scarcity principle and making people feel less than, there are a few other manipulative sales strategies that give sales a bad rap:

Price Anchoring

This is similar to the three tiers strategy I explain in *Marketing Like We're Human*: three different price ranges each offering a slightly different variation of the product. The higher the price, the more is usually included. You see this on countless websites.

Maybe you have heard this same strategy during sales conversations as well.

It goes something like this: “I just signed up for another six months with my business coach for \$50,000. But don’t worry, that’s not what I charge. My rate is only \$25,000.”

Or “I know I could charge \$25,000 for this. In fact, I’ve seen it priced at \$40,000 at XYZ competitor. But I’m highly passionate about the work I do, so I’m only charging \$15,000.”

The problem lies in wanting to trick buyers, knowing what we know about the human mind. Online, internet marketers use this to their advantage by adding a ton of fluff to their medium offer, because that’s the one they want to sell. They use the low-end and the high-end offer as anchors. And in sales conversations, the strategy consists of placing an anchor in our mind (the higher price) so that their own price then doesn’t seem so high in comparison.

On the Spot Decision Incentives

This one is widespread as well, and so debilitating to the client. This strategy consists of offering extra discounts for a decision on the spot, often during the conversation or immediately after. It’s manipulative and triggers the buyer’s fear of missing out on a good deal. It’s almost never legitimate and ties back to this idea of “if we sell fast, we can sell more.” It disempowers the client because he’s left with little choice other than making a fear-based decision (if he wants the lower price). I’m sure you’ve seen these countdown clocks on websites that tell you that time is running out to buy a product or sign up for a program or that there’s only one hotel room left at this price. And of course when you check the next day, you get the same message again and the same offer is still available.

In a one-on-one sales conversation, the “on the spot decision incentive” method sounds something like this:

“There are only two spots left to get in on this ‘High-level Client Attraction’ program. And I’m speaking to three other people today. If you reserve your spot right now, with a 7k deposit, you only pay 19k instead of 22k.”

“Put It on the Credit Card”

I never forgot one of my grade school teachers, Mr. Gerber, who told us: “Apart from your mortgage, never take a loan. If you don’t have the cash to buy it, then don’t buy it!” I took his advice very seriously and taught it to my sons as well.

But unfortunately, many sales programs, even some who address heart-centered entrepreneurs, encourage potential buyers to put their purchase on a credit card, take out a loan, ask a friend, or suggest even shadier alternatives.

It’s one of the “clearing objections” strategies when people say “I can’t afford it.”

That is just not ethical behavior. It’s not okay to push a potential client toward a decision and encourage debt. If they make that decision themselves, that is up to them (and their loved ones). But it should never be brought up or even suggested by the seller.

In addition to these manipulative strategies, which of course, despite being very common, are not used by every salesperson, there is another concept that is mentioned in many sales books and courses. It's called "gap selling."

What Is Gap Selling?

The concept of gap selling is a well-known sales strategy in which the seller convinces the buyer that he wants to be somewhere other than where he is now, and that there is a huge gap between these two states—his current state and his future state. The seller therefore uses specific questions to maneuver the prospect from his current state to his future state, and by doing this, makes him realize the existence of a huge gap (which may feel more like an abyss) between the two states.

Current state: What is the prospect's current state? What problems is he struggling with, and how are these problems impacting his business? How is he affected emotionally?

Future state: Where does the prospect want to go? What ideal environment does she want to create? How would she feel if this was her new reality? This is often referred to as "The Magic Wand Scenario."

The gap: How big is the difference between where they are today (current state) and where they want to go (future state)? The bigger the gap, the more value there is for them in investing in a solution.

Gap selling often uses a combination of all the previously outlined strategies, from making people feel terrible about their current state to exaggerated promises of success. I'm sure there are exceptions, but overall, the prescriptive approach to gap selling is, in my opinion, a shrewd way of using influence for one's own advantage (the sale).

My Story with Selling

I spent close to a decade trying all of the above sales methods, avoiding the real deal breakers as much as I could (I never asked any of my clients to "just put it on the credit card!"). Here's how a sales conversation back then sounded like:

The webcam was off because I was way too nervous to have my prospect see my burning cheeks and thus notice that I wasn't as relaxed as I sounded.

"[Prospect's Name], so what was it that led you to request having a Clarity Call with me today?"

"So tell me what's most challenging about getting recognition and clients from LinkedIn?"

"How does that make you feel? How is it impacting your business? Your family?"

“If I could wave a realistic magic wand, what would you like to see instead?”

“On a scale of one to ten, where ten is the greatest, how important is it for you to solve (key struggle, challenge, or situation) and achieve (the vision)?”

“How much money are you leaving on the table?”

Like a robot, I was reading off my “sales conversation” template that I had practiced previously with my sales coach. The closer we got to the toughest part—me mentioning the investment—the more nervous I felt.

Of course, it didn’t help that I was often talking to the wrong clients, those who weren’t aligned with my core principles: those who asked me if I could take care of the “Social Selling on LinkedIn” for them by using third-party tools and sending hundreds of messages to connect them with new LinkedIn contacts and then have a second automated message spam these poor people with their pitch.

But even if I did feel like the client was a good fit for me, I still hated the whole template approach.

Copywriting 101, Sales Page CPR, Persuasion Revolution, Connect to Sell, Selling for Introverts . . . I have a folder on my computer that contains all of the programs and courses I’ve taken over the last thirteen years of being an entrepreneur. One-third of them are somehow related to selling.

It seems like sales programs are an easy sell!

It makes sense. Selling our services or products is what distinguishes a hobby from a business. So I, like everyone else, kept looking for the miracle solution to help me sell my LinkedIn consulting services. I learned a lot, and yet, I still felt like I was always missing the key to the Serene Garden, the garden where selling would feel good and not manipulative and pushy.

Before we move on, let’s pause a minute in that Serene Garden. Do you hear the birds chirping? Can you see the giant oak tree in the middle? The one with the wooden bench underneath? In the left corner, the sunflowers surrounding the vegetable garden are blooming and the tomatoes are almost ripe. And that sweet scent in the air? It comes from the jasmine flowers on the other side. Gosh, I love that smell. It reminds me of my happy place in Sicily.

Maybe your garden looks different. It doesn’t matter how it looks. What matters is how it makes you feel. Because my biggest hope is that after reading this book, you’ll be on your way to having sales conversations in that garden. Without a script in your hand, but equipped with different techniques, tools, and strategies that give you the confidence that you are in charge and able to hold the space for a beautiful conversation—one that’s based on empathy and kindness, not manipulation and persuasion.

When I picture myself in my Serene Garden, I feel at peace. I feel grounded in my worth. I know that I can do it. And it doesn't feel bad to sell because I know that I provide value.

And . . . I don't feel bad if I don't sell. Because I'm enough even if I don't sell a single thing. Let that one sink in. We'll get back to it in Part One ;-)

Change Is Necessary

In *Marketing Like We're Human*, I laid out different signs that show us we are ready for a different way to connect with our customers through marketing, one that brings back the human connection, truth, and empathy. Well, I think those same things also apply to the way we sell, even more so in a post-Covid world.

Signs on a Political Level

People want the truth now more than ever. We are all tired of being misled and confused by the media, governments, and other old patriarchal and even imperial systems.

On a more positive note, we've seen generations Y and Z demonstrate care for each other across continents. More and more emerging groups and movements don't hesitate to stage demonstrations in front of parliaments and embassies to fight to preserve their human rights, highlight the climate threat, and offer alternative views to the old paradigm.

Signs on a Psychological and Spiritual Level

The worldwide experience has had a deep psychological—and for some of us spiritual—impact. We have been given the time to pause and reflect on what really matters to us. This means that our value system has changed. Now we may define success, freedom, and what matters to us differently than we did pre-pandemic.

Signs on the Entrepreneurial Level

After years and years of economic growth, there's a common theme in many entrepreneurial conversations: less is more. The focus has shifted, the work ethics have changed, and so have our values. Do you think it will have an impact on selling? You bet! Over the coming years, "having" will become less and less important, and therefore people will invest more of their money in intangible, less material things.

Our Tolerance Level for BS Has Sunk to an All-Time Low!

And if that's true for us, it's also true for our clients. Our consciousness has been upgraded to another level. It's time we catch up and update our marketing and selling strategies to appeal to humans in this time and age.

Enter Humane Selling

The initial name for this new way of selling that I want to share with you was “Gentle Selling.” Maybe you’ve read the first book, initially published as *The Gentle Marketing Revolution*, and heard the story already, but if you haven’t, here’s the summary.

Two weeks after the book launch, I opened my e-mail inbox to some devastating news: a cease and desist letter from a US lawyer representing an entrepreneur, asking me to stop using the brand “Gentle Marketing” immediately as she had just deposited it as a trademark in January. My plea to discuss and collaborate as Gentle Marketers instead were refused.

I was in a very dark, bad place.

Yes, I admit there was self-pity, crying over everything I had built in the last two years: the book, the program, the concept. But it was bigger than that; my ideal world was shattered. Call me naive (and of course, call me a hippie), but I really believe in a world of abundance and collaboration. So this all just didn't make sense to me.

After three weeks spent in a foggy depressed state, taking legal advice, talking to hubby and friends, it occurred to me that I still had a choice: I could either invest time, energy, and money into a lengthy legal procedure, or I could choose to accept what was hers according to the legal system and instead start over. Invest my energy into something positive.

I chose the latter. I chose to come up with a new, even better term to describe this new business paradigm.

Here are some of the thoughts that went on in my head while trying to come up with a new term for Gentle Marketing (or Gentle Selling):

- It had to be gentle and kind.
- It had to reflect the opposite of aggressive, manipulative, and hype.
- It had to include the aspect of “shared humanity” and common good.
- It had to show the “triple win” philosophy: win for ourselves, win for the client, win for the planet.
- It had to display the revolutionary aspect and the paradigm change.
- It had to be unique and never used before.

Not an easy task. So since all these synonyms of *gentle* were already taken, I went back to my website to see what other words I'd been using to describe this different approach of marketing over the years.

And there it was, right on my home page: “Let’s bring the Human Connection back to Marketing.”

I knew I was getting closer, but I wasn’t there yet. Because, as you can imagine, the term “human marketing” had already been snapped up as well.

The next signpost on my journey to the new brand landed me in South Africa. As these things often go, it was a serendipitous event that brought the term “*ubuntu*” to my attention.

Maybe you have never heard about *ubuntu*, or maybe you know it as the Linux open-source software :-)

I was reintroduced to the term through a podcast guest, Ursula Jorch, who mentioned it in our on "Making Impact as a Solopreneur or Small Business" episode.

Here's the meaning of *ubuntu* according to Wikipedia:

Ubuntu is a Nguni Bantu term meaning "humanity." It is sometimes translated as "I am because you are," or "humanity towards others," or in Zulu, *umuntu ngumuntu ngabantu*, in Xhosa, *umntu ngumntu ngabantu*, but is often used in a more philosophical sense to mean "the belief in a universal bond of sharing that connects all humanity."

"You cannot be human on your own. You are human through relationships." - Archbishop Desmond Tutu

You cannot have a business without human relationships. Therefore, marketing and selling relies on you being human!

I love this term and its meaning and remembered studying it for an essay about Nelson Mandela that I had to present at school. I must have been fourteen or fifteen at the time.

And yes, the term had never been used in the context of marketing.

But . . .

As much as I loved it, I realized that as a White privileged woman I couldn't do it justice. Because my research showed that *ubuntu* was much more than a word; it really was a philosophy. And as a Westerner, even with a hippie upbringing, I just knew I didn't fully understand it because these terms that come with a history need to be embodied, not just adopted.

Still, I loved the idea and meaning of it, so I was determined to find something similar. Something equally meaningful.

I came back to the word "Human" . . . and added an e at the end!

Humane Marketing and Humane Selling.

"So, is that like marketing for animals?"

It is not. But you're right that most people I asked thought of the Humane Society or just humane treatment of animals in some way. But the word humane has no relation to animals. It's just how our society has traditionally used it.

Here's the *Cambridge Dictionary* definition: "showing kindness, care, and sympathy toward others, esp. those who are suffering."

Hmm, what if we replaced “sympathy” with “empathy” and “those who are suffering” with “our clients”?

But first, let’s stick with the animal reference for a bit. Doesn’t it strike you that, in a way, those two worlds are not as different as it seems? Hype marketing has treated humans in the same inhumane way we treat animals. As numbers, as pieces of meat. Shoving them through funnels.

I know the term needs to grow on you. All the people I’ve shared it with were not convinced at first, but when we got off the call, they LOVED it!

So in case you’re not convinced yet . . .

Have you seen the Netflix documentary *The Social Dilemma*? It’s that scary film that showed how our brains are being manipulated and even rewired by algorithms that are designed to get our attention and make us buy things, including buying into distorted ideas about the world, ourselves, and each other.

Following his 2013 viral internal presentation at Google, "A Call to Minimize Distraction and Respect Users' Attention," Tristan Harris, the primary narrator of the movie, has since created the . . . wait for it . . . “Center for Humane Technology, which is catalyzing a comprehensive shift toward humane technology that operates for the common good.”

See? Nothing to do with animals, but with the way technology is used to manipulate us humans.

I really love all the different meanings you can pack into this new term!

It is gentle, but it is so much bigger than that!

I hope you like it too!

Humane Selling in Three Stages

So let’s get back to selling. Selling like we’re human. Humane Selling.

We live in a culture driven by productivity. When we meet someone for the first time we ask “What do you do?”—not “Who are you?” Our job titles and achievements identify us. This has led to the hustle mentality we see today, where the more you do, the more you get, and the better you are.

Our outdated education systems have further increased this imbalance between being and doing. Throughout all our years at school, we’re taught that those who do more are rewarded, and those who don’t “do,” are the losers. “As long as you study” seems to be the motto. Doesn’t matter if you just learn everything by heart and then forget it all the next day.

You did something! (The same thing is applied in old-fashioned selling: as long as you're making sales calls . . .)

But this overfocus on doing is no longer working for many of us. We're not children of the Industrial Revolution!

Yes, our mental skills and actions will get us far, but we will always hit our own limitations if we don't work on our "human being" first.

I often refer to entrepreneurship as a dance between the Being and the Doing, and I think it applies perfectly to selling. But there is a third aspect that became clear to me that had to do with acquired knowledge.

So I have structured this book around these three stages: BEING, KNOWING, and DOING. These are the phases I have identified by going through the process myself.

serenegardenmoment (I'll explain the hashtags in the next chapter)

Go back to your Serene Garden. Sit down under the tree. Listen to the birds. Breathe in the fresh air that smells like cut grass. And now visualize the three stages of Humane Selling: The first stage is represented with the symbol of the heart. It stands for our feelings, for who we are, for our BEING. If you're open to it, you can place your hand on your heart. Next, visualize a side view of a human head. Focus on the part where the brain is, especially the left part of the brain. The head symbol stands for the KNOWING stage. It's where we analyze, prepare, and learn things we need to know in order to move on to the next stage. Do you want to place your hand on your head to embody this part? And finally, look down at your hands. It's your hands that represent the final stage, the DOING. Now see them in a sequence: heart, head, and hands. Those are the three parts of this book.

In the first part of the book, the part on BEING, we focus first on changing your own perspective on selling. I'm ready to bet that you, like so many others, have been influenced by the "used cars salesman" idea of selling. This "red" selling attitude is everywhere we look (including movies, books, media), so it's no surprise that it made its way into your mindset. But you can change your mindset and make your own selling rules. And that's exactly what we'll do in the first chapter of Part One. In chapter two, we dig even deeper and clear your own objections, deal with the annoying "imposter syndrome," and overcome the "I'm not an expert" fear. We end this first part with a gentle confidence boost, inviting you to stop comparing your sales skills and instead give yourself permission to bring more of *you* to your sales.

In the second part of the book, the part on KNOWING, we start by understanding the core concept of value. People buy what's valuable to them. So what's the value you're selling? And how is that value different from what everyone else is selling? Part Two of the book is all about acquired knowledge. It has to do with the information you KNOW. After the first chapter on knowing your value, we move on to knowing your people. Who would love what you sell? What are they thinking? What are they feeling? And what have they tried before?

In chapter three we first get more pragmatic and calculate your costs. But we also acknowledge that besides your time and your expenses, you're also selling intangible value. And finally, in the last chapter of Part Two, we address your deeper knowing of who you are and how you best manage your sales energy. This circles back to the truth that doing more is not always (or maybe never) the answer. You'll redefine your enough, install energy gates, and focus on quality versus quantity.

Now we're ready to talk about the DOING, at last.

This is the third part in which we roll up our sleeves and get to work. The first chapter is an invitation to revisit the idea of the sales funnel . . . and instead change it into a gentle sales path. We focus on creating a beautiful experience for the conscious client, where he is the one making the decisions. This is also where we'll get to revisit the Serene Garden we imagined at the beginning of the book. In chapter two, we give the client her power back: respecting instead of overcoming her objections, and focusing on how we make her feel. This leads us to the grand finale, the sales call, which in our case takes place in our Serene Garden. We completely ditch any kind of sales script and instead hold the space for a nonlinear sales conversation. Just in case you arrive at the end of Part Three and would still prefer to do as little selling as possible, we talk about all the beautiful little details that make you more referrable because your clients just can't stop sharing how great it is to work with you.

In the final part, we come full circle and bring it all together. I share considerations, tools, and rituals to adopt this radically different way of selling in your own business. I also explain how Humane Selling will have an impact way beyond business and sales. Marketing and selling with integrity and kindness does not only attract better and more conscious clients, and therefore help you build a sustainable business and living, it truly is the only way to a fulfilled life. You will also read from fellow Humane Sellers who have shifted to this new paradigm, all while maintaining a similar level of sales and business success.

How This Book Works

A few more things about how I structured this book:

Thought-Provoking Questions

Besides the three stages and the last part on integration, this book also includes a series of thought-provoking questions at the end of each chapter. The goal is to make you reflect, raise your awareness, see the gaps, and finally apply what you've learned to your own business. So grab a pencil and don't be shy to use it!

Vulnerability Stories

Along the way I'm sharing my own stories (look for #vulnerabilityalert) and those of other entrepreneurs who have either switched to or have always used the Humane Selling approach. And all of them have thriving businesses, according to their own definition of success.

Anchors

There are a few key concepts in the book that I feel are essential to changing your approach to selling. I felt they were worth highlighting and maybe coming back to even after you've finished the book. I used the #anchor to make them easy to find throughout the book. You also find all of them in one place in the Appendix.

Serene Garden Moments

In the Humane Marketing Sales Lab, we had fun with the "Serene Garden" metaphor when referring to a sales conversation that felt nonpushy and safe. So I'll be sprinkling those green references in here and there. Just look for the #serenegardenmoment.

A Bit of Woo-Woo

And finally, since this is really a hybrid between self-development and selling, you'll find one more hashtag that I called #woowooprompts. These are invitations to go deeper into the spiritual realm of self-discovery to become the person who gives herself permission to sell with integrity and kindness. If woo-woo is not your cup of tea, just skip them.

A Note to Selling Impact Pioneers

I wrote this book for individuals and solopreneurs. Having over a decade of experience in the online entrepreneurial world, I felt compelled to start there. But the BEING, KNOWING, DOING framework can also be used to present this fresh approach of selling to your team. So while you read, why not jot down some notes on how you could apply Humane Selling in your organization? You are the maverick that the corporate world needs so desperately!

Still reading? That's great. I'm ready to bet that you'll enjoy the rest of the book ☺

Buy your copy on [this page](#).

'See you' in the book.

Sarah

About the Author

Sarah Santacroce is changing the current marketing and sales paradigm.

Twelve years of running a successful LinkedIn consulting business inspired a yearning in Sarah to create a global movement that encourages people to bring more empathy and kindness to business and marketing.

As a “Hippie Turned Business Coach,” Sarah hosts the Humane Marketing podcast and works with heart-centered entrepreneurs to question their assumptions when it comes to marketing and give them permission to market their business their way, the gentle way!

Thought of as an influencer in her field, Sarah is a frequent speaker at conferences and has been featured on many podcasts and radio shows. Some of the most prestigious universities and business schools in the world, including Rutgers University New Jersey, HEC Paris, IMD, and EPFL Lausanne hire Sarah to train their students for LinkedIn best practices.

Sarah shares a fresh perspective and doesn't shy away from calling things out that no longer work for many of us when it comes to the current marketing model. Her clients sometimes refer to her as “the female Seth Godin.”

When she's not working, she loves adventure and traveling, yoga and nature walks, and hanging out with her family.

Find out more about Sarah at www.sarahsantacroce.com and www.humane.marketing.

