Selling Like We're Human Workbook

Sarah Santacroce

HUMANE SELLING

Time to BE: Your New Perspective

Time to do some journaling about your new sales perspective.

1. Which preconceived ideas of selling do you want to let go of?

2. What's your new perspective on selling the humane way?

3. What transitory mantra do you want to use to help you transition to this new perspective?

Time to BE: Your Worth

It's time to do some journaling about your worth.

1. What material possessions demonstrate my monetary success but are unrelated to my inner self-worth? (My inner self-worth will remain intact even if I don't possess them anymore tomorrow.)

2. If I made no sales at all this year, what would I still have that would be of value?

3. Who am I besides my "expert" title, skills, and expertise?

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sarah@sarahsantacroce.com

Time to BE: Your Gentle Confidence

It's time to do some journaling about your confidence.

1. Who are you constantly comparing yourself to? Do they really have the same definition of success as you?

2. Besides your credentials, what experiences are you really proud of?

3. Which personality trait that you thought was a weakness could actually be your selling superpower?

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Time to KNOW: What's Your Value?

Answer the following questions around your Unique Value Proposition (these questions are inspired by Nela Dunato's book, *The Human Centered Brand*.)

1. What problem are you solving for your clients?

2. How do your core values make you and your business different from your peers?

3. How is your offering different from all the other potential solutions?

4. What unique perspective do you bring to your area of expertise?

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Time to KNOW: Your People

Answer the following questions regarding what's going on in your people's heads and who their antihero is.

1. What's the story they have in their head regarding the problem they are coming to you for?

2. What's the context of their problem? Have they tried other things before that didn't work?

3. Who's their antihero?

4. What's a limiting belief they may be holding that you need to understand?

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sarah@sarahsantacroce.com

Time to KNOW: Your Worth

Having one specific offer in mind, answer the following questions regarding your costs, your tangible value, and your intangible value of that offer:

1. List your costs related to that offer:

2. What's the tangible value you're offering? What's the outcome your clients can expect?

3. Will they experience future growth (revenue or personal)?

4. How will your clients feel when buying your offer?

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5. What value are you uniquely adding?

6. What's the tangible value of your offer? Put a figure on it.

7. What's the intangible value of your offer? Put a figure on it.

8. What's the total value of your offer? Put a figure on it.

9. How will you measure the intangible return on investment? Think qualitative!

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Time to KNOW: Your Sales Energy

Answer the following questions regarding your sales energy.

1. Do sales conversations energize you or drain? Why?

2. How many sales conversations do you want to do every week?

3. How long do you feel each conversation should be?

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Time to DO: Draw Your Own Gentle Sales Path

It's time to draw your own gentle sales path, including different signposts.
Use the template on the next page to fill in different signposts on your sales path. Or make your own. Then write down below which actions you need to take and what changes need to be made to your website (i.e., add an intake form, write a white paper and use it as a signpost, etc.)

Actions to be implemented:

Action 1

Action 2

Action 3

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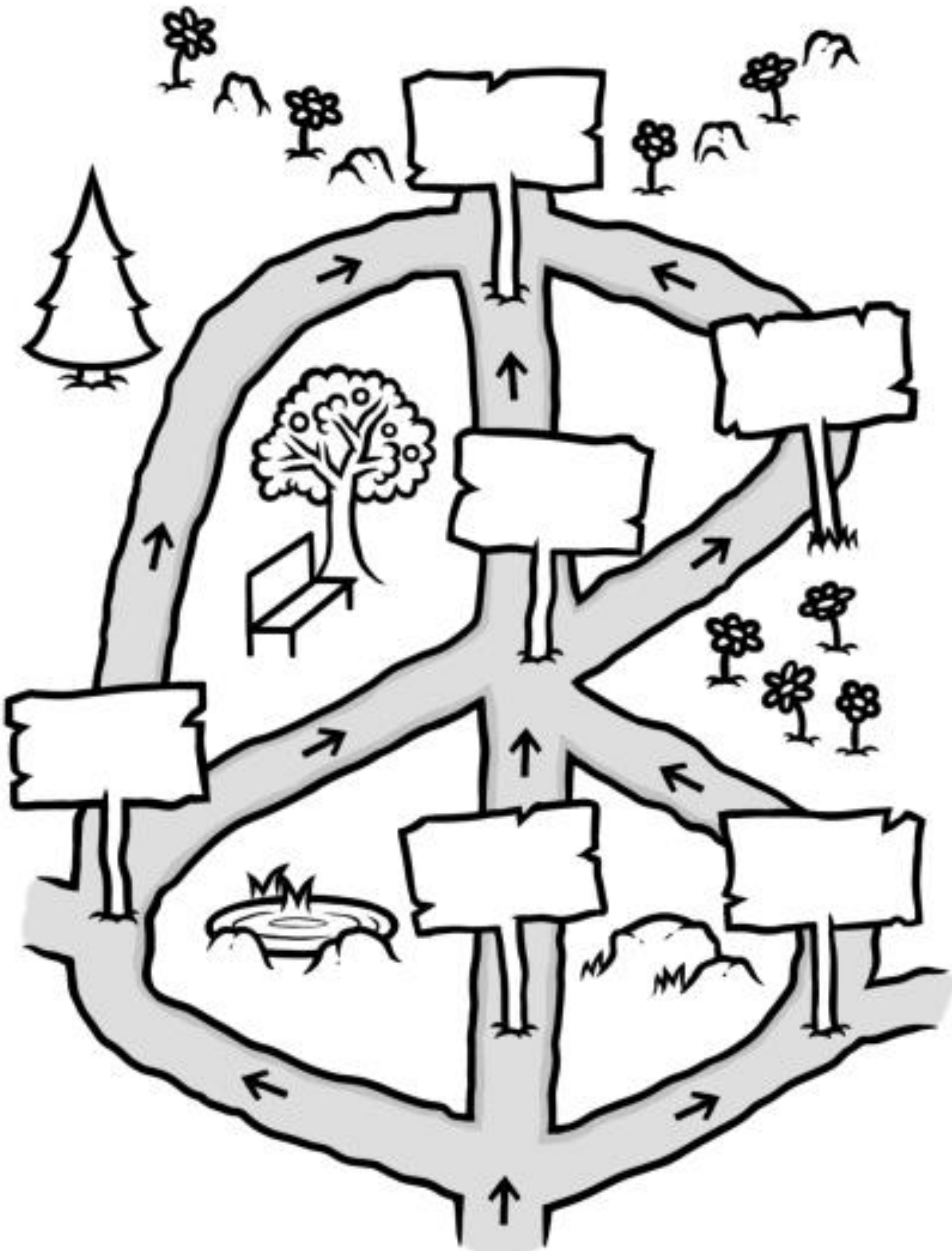

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Time to DO: Design your Gentle Sales Conversation

You're now ready to design YOUR UNIQUE gentle sales conversation.
Instead of having your typical seven steps to close the sale, you'll enter some reminders into the different bubbles. These considerations can be pragmatic (like the price of your offer) or more sensible ("be curious"). You can use your own, or choose a few from the following lists:

Pragmatic Reminders:

1. **Frame the call by reminding your client of the time you have together**
   Announce time boundaries in a gentle way. Show your potential client that a) your time is valuable, and b) spending time with them is important to you as well.
   A nice trick is to reserve thirty minutes in your calendar, but build in a buffer of fifteen minutes and mention that at the beginning of the call. Everyone likes bonuses. :-)

2. **Mention your signposts**
   Reference your signposts (blog posts, newsletter, podcast, book, etc.) to make your potential client aware of where she's at in her sales journey.

3. **Listen with intention**
   Truly focus on your client. Since you have no sales script to go through, you can really just pay attention to them. Listen with your ears, but also listen with your heart. Watch your client's facial reactions, their body language, and use your intuition to read between the lines to find out what they are not saying, but thinking.

4. **Ask better questions**
   Instead of using the template sales questions, use some of the examples I reference above. Deeper questions lead to a deeper conversation.

5. **Take their perspective**
   Get into your client's head. Picture where they're at and how they see their situation and then help them see a better future (aspiration, not magical wand).

6. **Tell other client's success stories**
   This doesn't need to sound like bragging! You can weave in your previous clients success stories in a way that makes your potential client feel good because they understand that you've worked with people in similar situations before.

7. **Explain your offering**
   Usually, if your client has gone through the signposts, received your "everything up-front"

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guide, and otherwise done her research on you, this part of the conversation takes up not more than a quarter of the allocated time. This shouldn't sound like a pitch, but more like a summary of what's already been shared (in your guide, on your website, your brochure).

8. **Give options**
   In case your client can't afford your main offer, suggest some alternatives such as an online program, a group program, etc.

9. **Give time to think about the offer**
   If you don't get an excited "yes please, when can we start," chances are that your prospects needs some time to think about it. Give them that time.

10. **Set a follow-up call if necessary**
    If you run out of time because you have to jump on another call or your client wants to think about it, then set a date for a follow-up call.

11. **Be firm, but flexible**
    When it comes to pricing, own your worth and be firm about that. But it's also okay to be flexible. You make your prices, which means you can also change your prices. So say if you had an amazing conversation with a client but she just can't afford your regular rate and isn't interested in your alternatives, you can agree on a new price that works for both of you, which means it's still in the middle of the resentment vs. guilt scale.

12. **Provide alternatives and/or next steps**
    If you decide to work together, inform your client about next steps (contract, payment, etc.). If you decide it's not a good fit, you may suggest alternatives (other people, resources, etc.).

Sensible reminders:

1. **Breathe**
   Don't forget to breathe! Remember, you're good enough, even if you don't get the sale!
2. **Smile**
   Positive energy is contagious. So if it feels good, smile. But don't fake it either.
3. **Hold the space**
   Think of your Serene Garden where you're the host. You are inviting your prospect and holding the space for them.
4. **Hear them, see them**
   Just like you would listen to a good friend, you listen to your prospect with an open heart.
5. **Be curious**
   Genuinely try to find out about your prospects' struggle. Be curious.

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6. **Apply empathy**
   Besides perspective, also apply empathy, meaning find out how your client feels. And then if they share the feelings, be there to hold the space.
7. **Remember their vulnerability**
   Remember that they come to you with a problem and that often they find themselves in a really vulnerable place. It's not uncommon that potential clients get very emotional in my gentle sales conversations.
8. **No convincing needed!**
   Remember, it is not your job to convince your potential client into buying. The pressure is off ! ;-)
9. **Be truthful**
   Always speak the truth; don't hide anything and don't exaggerate anything.
10. **Act in integrity**
    Say no if your service is not a good fit.
11. **Celebrate if they say yes!**
    It's okay to share *your* feelings too and say how happy you are to be working with them if they say yes.

Again, you can add your own considerations. For example, if you tend to talk too much, add a reminder with "The Sound of Silence" (love that song!) in one of the bubbles. For example, my friend Cat Rose, who was helping me with the first round of edits of this book, suggested a "Personal Sales Manifesto." So if that's your type of thing, add that to one of the bubbles!

If you feel extra creative, you can color it!

Equipped with this piece of art, you are now ready to sit down in your Serene Garden, sip tea, and chat to your potential client.

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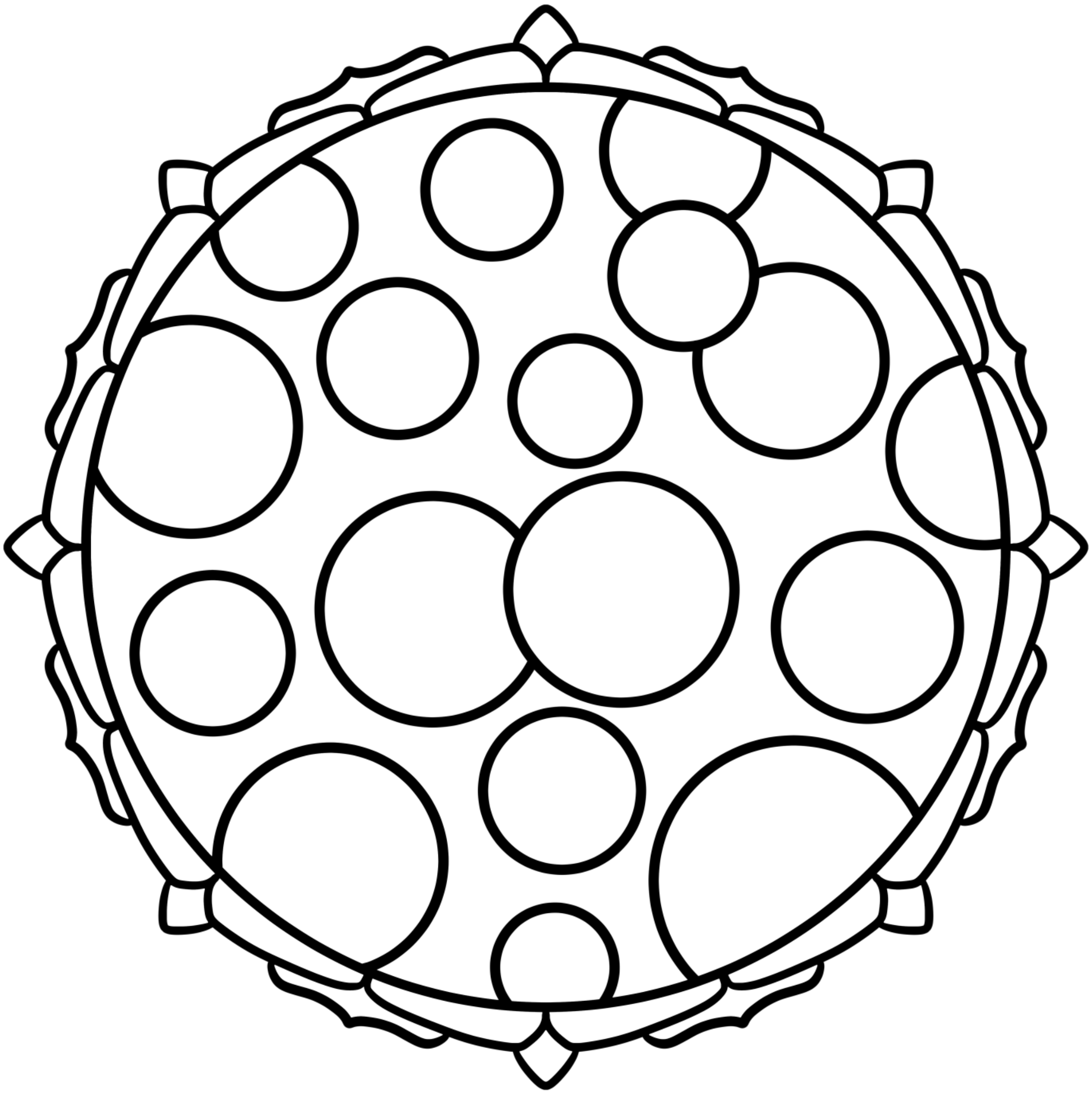

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Time to DO: Your Personal Onboarding and Offboarding Process

1. What can you change to make your onboarding process even more impressive, memorable, surprising, and maybe even whimsical?

2. How is your approach different from what they're used to, from the mainstream?

3. How can your potential client feel your personal values from this sales experience?

4. What can you change to make your offboarding process even more memorable, surprising, and maybe even whimsical?

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More Online Resources

Please visit our website www.humane.marketing/book2 to find:

- The Humane Marketing Mandala
- The One-Page Marketing Plan
- The Humane Marketing Creativity Mandala
- A special Mandala Coloring Book
- The Humane Creed
- A link to the Humane Marketing podcast

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sarah@sarahsantacroce.com

Need help finding YOUR Marketing Super Power?

Investing this one hour with Sarah can save you hundreds of wasted hours on draining marketing activities, instead really find those things that make marketing fun for you & your ideal clients.

Picture...

- a consistent flow of clients you love and who love you
- the freedom to say no marketing activities, clients and projects that drain you
- more sales but skipping the sales conversations ;-)
- showing up, making a difference & being happy!

Besides the one Power-Hour, you also get a 16-page workbook to prepare for your time with Sarah.

Find out more about this exclusive offer for readers of 'Marketing Like We're Human'

www.humane.marketing
sarah@sarahsantacroce.com

About the author

Sarah Santacroce is changing the current marketing 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 and humane 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.humane.marketing and www.sarahsantacroce.com.