



Selling Without Selling Out: SPIRITUAL SALES STRATEGIES... THAT WORK! *by Michele Lisenbury Christensen*

Whether we're selling a product for a company, selling your ideas to a team, selling your own services to the public, or simply interacting with others in your personal life, we often find ourselves in a position to persuade or enroll others in something about which we know more than they do.

People of high integrity, high respect for others, a gentle nature, or a sensitive spirit often find such situations of "selling" as harrowing as any hero's journey... We cringe at the notion of manipulating someone else. We draw back from any action that we fear may lead others to perceive us as *hucksterish* or *smarmy*. "A salesperson?" we say. "NOT ME!!"

But imagine what the world would be like if every good person held back from selling. We might never have heard of the Toyota Prius, the first mass-market hybrid car. The Viet Nam war might never have ended if one protester had not sold others on the idea of opposing it, and if all of those protesters had not convinced the government they could not support the war. Think of your own life: some of the vegetables you most enjoy, or the supplements that enhance your health, or the bookshops you love to shop in... You might never have known these things existed if someone hadn't dared to talk them up!

And I'm guessing if you're reading this article, you've got something marvelous to offer - whether it's your services as a healer or guide, a product or line of products that have helped you immensely, or a business that you work with or for that can really add value for those who engage with it. People need goods and services. SOME people need yours. When you get your 'goods', whatever they may be, in front of those who need them, everyone wins! And when you 'hide your light under a bushel' you do a disservice to the world.

*"A sale is not something you pursue,
it's what happens to you while you are immersed in serving your
customer."*

- Author Unknown

Your service is not to "leave people alone" -- it's to give them what they need, including the information they need to make a decision about what you offer. If you never give them that chance, you rob them of an opportunity for good. Just as Marianne Williamson says,

"your playing small serves no one"

Your withholding your service or product serves no one. But how do you present what you have to offer in a way that shows the respect you feel for those you wish to serve? How do you make sure you aren't bugging people? Serve them, serve them, serve them!

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Bring Your Best to the Table and SERVE IT UP!

I'm a coach. So when I'm selling, I'm coaching. I'm using my gifts of evoking people's dreams, of adding great ideas, of encouraging and acknowledging, of shining a light on their gifts. By being me when I sell, I resonate with people who desire or need MORE of those qualities in their lives.

What qualities are most quintessentially YOU?:

What qualities or traits are the essence of what you're offering?

Who is the ideal consumer or purchaser of your offering?

What challenge does this person have that they don't have a good solution for AND that your product or service can solve for them?

What is possible for them WITH your product or service?

What service, education, information, or "sample" can you deliver at VERY low cost to you or your company that will give this ideal purchaser an experience of this product or service at no cost or a no-brainer cost for them?

How will it feel for you to provide this to many people over the next year?

What will people say about you and your company when they have this experience?

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Recommended Reading for Selling Without Selling Out:

"Selling With Integrity" by SharonDrew Morgen
(e-mail michele@theevolutiongroup.com for a free transcript of an interview with the author)

"The Energy of Money" by Maria Nemeth

"Extreme Success" by Rich Fettke

Visit www.successandspirit.com or call 206.729.8497 for more resources.

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