



ART OF COACHING PODCAST™ EPISODE 308:
HOW TO IMPROVE SALES WITHOUT BEING SLIMY OR USING GIMMICKS

How would you describe your relationship with the concept of “sales?” Has it changed over time? If so, why? What experiences have you had that influenced your perspective?

What areas of your life do you have to wear a sales hat? List 3 examples in which you could use the principles outlined in today’s podcast to influence others in your life.

For each example, list your “target audience” and describe the things they value most.



Now, list out their pain points, fears, and biggest concerns.

Switching gears from your audience to your product, for each of the above examples, list out the “product” you’re looking to sell. Describe how it addresses the audience’s main concerns, aligns with their values, and how what makes your solution unique.

For each of the above examples, choose the most appropriate medium (email, ad copy, call, face to face, etc.) and use your answers from above to practice your messaging. (If the chosen medium is written, write it out. If it’s a vocal conversation, practice saying it out loud. Voice record or video yourself for self or peer evaluation purposes.)



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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