

# 6-2-21 Sales Calls-Selling vs. Service

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## SUMMARY KEYWORDS

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Welcome to another episode of legendary leaders, I am Katrina Jamison, your host and owner of legend leaders, a business where I arm you with the strategies that you need to run and grow your business. During the month of June, we are going to focus on the idea of selling. That's right, the ever important aspect of generating revenue in your business. Today, we're going to focus on the perspective of serving versus selling. Now, I know that I have touched on this before, but I want to dive into it again with a little twist, okay. Now, here's the deal. Many of us are fearful of selling. And I know this, you know this, we have this idea in our mind, of this used car salesman, just trying to make a buck, being a little dishonest, and simply trying to get a sale at all costs. And that just doesn't align with who you are, and doesn't align with your brand. So when you have that image, in your mind, what happens? Well, you decide you're not going to sell, what you decide you're going to do is you're just going to educate, you're going to make people aware of your brand, you're going to make people aware of what you can do. But if you actually never provide a clear call to action or asked for the sales, what happens? You will generate sales. And if you don't generate sales, are you really in business? No. Ultimately, you have a hobby, not a business. Now, once you spend a few months dumping cash into your business out of your own pocket, you probably start thinking, maybe the selling thing isn't so bad, I might be able to get over it, right? So you start blindly trying to sell without selling. And that's called soft selling. But that doesn't really work. So here's the deal. We have always said that 80% of business is psychology, right? So if you don't think you could ask for the sale, or you think you will constantly go after the soft sale, you're not going to generate revenue, it just doesn't work. So do this, instead of thinking about, oh, I'm going to sell my product now. Think I'm going to offer this amazing service that solves a problem for my customer? Doesn't that just feel better? Can you wake up each day serving, maybe not selling but serving? Can you get out of your own head, get out of your own way, and

deliver your service or product to the individuals you have decided to advocate for? Absolutely, I know you can. So just go do that. If you focus on serving, then you must ask for the sale because you know that your product will improve their lives. And to serve means you have to get your product or service into their hands. Period. There's just no other alternative. So focus on serving. Stop thinking about selling. It's not about you. It's not about the money, it's about your customer. Think about them, confidently get into the game. And remember, the person with the most certainty in a conversation wins. So be certain your offering is the thing they need to improve their lives. Because you know that it is, then take them to the next level because that's what you're here to do not sell serve, you will have happy customers happy bank account. And ultimately, you will be living a life of fulfillment. Your challenge today is to look within yourself and be honest. Are you educating and not selling? Right? Because that's the mental first step. Because you're avoid selling right? Are you just focused on educating, but never really asking for the sale? Are you focused on selling really, really hard, you're pushing really hard, but the customer really feels like it's all about you and not about them. Because you haven't found the sweet spot and you're uncomfortable and it's just not a part of who you are, but you're trying. Today I want you to look within yourself and decide to serve. Serving is everything serving is where you want to be, except the challenge to serve. Who are you advocating for? Who is your ideal customer, go serve them. The rest of this month, I pick out little tidbits about how to sell effectively, the mindset that you need and the way that you can do so. I'm going to arm you with all that knowledge. So join me every Wednesday this month and let's go ahead and continue our conversation about selling. And if you want me to help you one on one, please reach out to me at legend leaders calm. I'm happy to support you always. And with that go and be legendary