

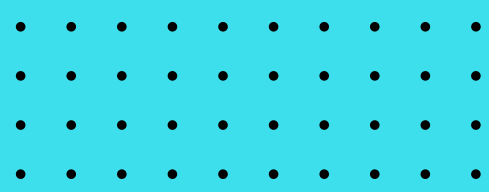
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**SELLING BETTER**

**GOING FROM**

**DREADING TO**

**LOVING SALES**



**GUEST EXPERT: Nikki Rausch**

# **NIKKI'S DEFINITION OF SALES**

**<https://kristamollion.com/40-2>**

## **SALES IS NOT ONE-WAY**

**“THERE IS A MISCONCEPTION OUT THERE THAT SALES IS SOMETHING YOU DO TO SOMEBODY. I TEACH SALES AS SOMETHING YOU DO WITH. IT IS A COLLABORATIVE APPROACH.” (2:05)**

## **BUILD RAPPORT**

**“RAPPORT IS THE FOUNDATION OF EVERYTHING I TEACH. YOU HAVE TO HAVE RAPPORT WITH PEOPLE. THE RELATIONSHIP SHOULD ALWAYS COME FIRST.” (3:14)**

**"I IMAGINE I HAVE A BANK ACCOUNT WITH EVERY PERSON I COME INTO CONTACT WITH AND MY GOAL IS TO ALWAYS MAKE DEPOSITS." (4:00)**

## **DON'T OVERDRAW YOUR RAPPORT ACCOUNT!**

**“EVEN IF SOMEONE IS TERRIBLE AT SALES, I WON'T TELL THEM "LOOK, YOU ARE SO BAD AT SALES, YOU REALLY SHOULD HIRE ME", BECAUSE THAT IS A WITHDRAWAL FROM THAT BANK ACCOUNT.” (4:30)**

**"SOMETIMES WHEN I MAKE A MISSTEP... BUT WHEN I HAVE A BIG ENOUGH BALANCE OF RAPPORT CREDITS IN THAT BANK ACCOUNT, IF AND WHEN I MAKE A MISSTEP, THERE'S STILL A BALANCE." (4:50)**

**HOW TO HAVE**  
**SALES**  
**CONVERSATIONS**

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# HAVE CONVERSATIONS

**“SELLING IS AN ONGOING TWO-WAY CONVERSATION WITH THE OBJECTIVE TO UNDERSTAND “DO YOU HAVE A NEED, A PROBLEM, OR A WANT?” (7:15)**

## **ASK SMART QUESTIONS**

**“I’M GOING TO ASK REALLY SMART QUESTIONS NOT ONLY TO UNDERSTAND WHETHER OR NOT I HAVE A SOLUTION FOR YOU BUT ALSO FOR YOU AS THE BUYER TO UNDERSTAND BY THE WAY I’M FRAMING QUESTIONS: “THIS PERSON (YOU) HAS SOMETHING THAT I NEED.” (7:20)**



# **BANISH THE WORD “HELP” / PHRASE “HOW CAN I HELP YOU?”**

**“I’M NOT A FAN OF THE WORD ‘HELP’. SOMETIMES “HELP” IMPLIES THAT THERE IS SOMETHING IS WRONG WITH THAT PERSON. THAT CAN BE DIMINISHING.” (9:40)**

## **ADD CONTEXT**

**“IF I’M MEETING YOU, I MIGHT ASK “HOW ARE THINGS GOING FOR YOU IN REGARDS TO SALES? DO YOU FIND SALES TO BE AN EASY PROCESS FOR YOU OR DO YOU STRUGGLE WITH IT AT ALL? GUESS WHY? I TEACH PEOPLE HAVE TO HAVE MORE EFFECTIVE SALES CONVERSATIONS.” (10:25)**

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## **BE A RESOURCE FOR OTHERS**

**“I ACTUALLY LIKE TO SAY “IS THERE SOME WAY I MIGHT  
BE A RESOURCE TO YOU?” (11:20)**

## **ASK FOR PERMISSION BEFORE PITCHING**

**“ALL THESE PEOPLE WHO SHOW UP IN MY INBOX AND TELL ME ALL THE THINGS THAT ARE WRONG WITH MY WEBSITE AND WHY I NEED TO HIRE THEM TO DO MY INSTAGRAM ACCOUNT BECAUSE I DON'T HAVE ENOUGH FOLLOWERS, THEY DON'T HAVE MY PERMISSION AND IT IS SUPER OFFENSIVE TO APPROACH ME THAT WAY.” (15:20)**

## **LISTENING VS. SHUTTING DOWN**

**“WHEN YOU ASK PEOPLE’S PERMISSION, THEY ARE MUCH MORE LIKELY TO EITHER SAY YES OR NO AND WHEN THEY SAY YES, THEY ARE MORE OPEN TO HEARING WHAT IT IS THAT YOU HAVE TO OFFER AND HOW YOU MIGHT ACTUALLY BE A RESOURCE TO THEM IN SOME WAY VS. JUST SHUTTING DOWN.” (15:40)**

## **TREAT PEOPLE WITH RESPECT**

**“WE ARE SO BOMBARDED WITH SOMEONE IN YOUR INBOX TELLING YOU WHAT’S WRONG WITH YOU AND WHY YOU SHOULD BUY THEIR PRODUCT., TALKING AT US, TELLING US WHAT’S WRONG WITH US THAT WE SHUT DOWN. IF YOU WANT TO OPEN PEOPLE UP, YOU HAVE TO TREAT THEM WITH RESPECT.” (16:00)**

**HOW TO DO**  
**FOLLOW-UPS/  
CHECK-INS**

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## **ASK FOR PERMISSION TO FOLLOW UP**

**“IF THEY SAY 'I'M NOT REALLY LOOKING FOR HELP AROUND SALES, I WOULD ASK 'WOULD YOU BE OPEN TO US STAYING IN TOUCH?' (19:03)**



# **DON'T POSTPONE THE SALE!**

**“GET YOUR FOLLOW-UP CALL SCHEDULED NOW. IF THEY SAY "THEY CAN'T MAKE A DECISION NOW, BUT WE KNOW WE NEED THIS DOWN THE ROAD, THEN I WOULD SAY "WHAT DO YOU THINK ABOUT SCHEDULING ANOTHER TIME TO CHAT? LET'S HAVE A CIRCLE BACK SO WE CAN SEE WHAT'S CHANGED." ( 19:42)**

**STAY **IN TOUCH****

**WITH YOUR**

**PROSPECTS**

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## **TOP OF MIND VIA CONTENT MARKETING**

**“I HAVE A PODCAST. I SEND OUT A WEEKLY NEWSLETTER. I PUT OUT OFFERS. I STAY IN FRONT OF MY SUBSCRIBERS WITH THE PEOPLE WHO HAVE SAID: "NIKKI, WE WANT TO STAY IN TOUCH WITH YOU, I STAY IN TOUCH WITH THEM ON A REGULAR BASIS. THERE ARE ALL KINDS OF THINGS THEY GET INVITED TO PARTICIPATE IN." ( 20:30)**

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## **TOP OF MIND VIA OUTBOUND ACTIVITIES**

**“I PUT OFFERS IN FRONT OF THEM...I GUEST ON PODCASTS. I SPEAK AT EVENTS....BY PUTTING MYSELF OUT THERE, IT ALLOWS FOR PEOPLE WHO AREN'T READY NOW BECAUSE THINGS CHANGE...YOU WANT TO BE THE PERSON WHO THEY GO 'NOW THAT I NEED THIS, I'M GOING TO REACH BACK OUT TO NIKKI." ( 21:00)**

**MONEY TALK**

**WITH YOUR**

**PROSPECTS**

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## **OFFER A "TEST THE WATERS" OPPORTUNITY**

**“GIVE PEOPLE THE OPPORTUNITY TO DIP THEIR TOE IN THE WATER AND GET A TASTE OF WHAT YOU DO....SOME PEOPLE MAY COME IN AND SIGN UP FOR YOUR 6 MONTH PROGRAM BUT MOST PEOPLE WILL JUST WANT TO TEST THE WATERS”**

**( 23:30)**

## **CONSIDER VISIBLE PRICING**

**“I BELIEVE YOU SHOULD HAVE SOME PRICING ON YOUR WEBSITE SO SOMEONE CAN GO TO YOUR WEBSITE AND GET A SENSE (OF YOUR RATES).” ( 25:18)**

# **TALK IN PRICE RANGES**

**“YOU MIGHT NEED TO BRING UP THE QUESTION: "WHAT ARE YOU LOOKING TO INVEST IN SOMETHING LIKE THIS?". IF THEY SAY "I DON'T KNOW", YOU COULD GIVE THEM A RANGE. " (25:35)**



## **NIKKI'S MONEY SCRIPT 1:**

**“WORKING WITH ME COULD START AS  
SMALL AS 10\$ FOR A BOOK AND IT CAN GO  
ALL THE WAY UP TO \$1,000 A MONTH.  
GIVEN THAT RANGE, WHERE DO YOU THINK  
YOU FALL?” ( 25:42)**

## **NIKKI'S MONEY SCRIPT 2:**

**“I HAVE 3 MAIN WAYS TO WORK WITH ME:  
THEY START FROM \$47 A MONTH AND GO ALL  
THE WAY UP TO A THOUSAND A MONTH. ARE  
YOU MORE INTERESTED IN A GROUP PROGRAM  
OR A PRIVATE 1:1? ” ( 25:54)**

# **LET THEM ANSWER!**

**“I’M NOT GOING TO TELL YOU ALL ABOUT THE  
DIFFERENT WAYS OF WORKING WITH ME IF  
YOU “I’M NOT SOMEBODY WHO WOULD EVER  
PAY A THOUSAND DOLLARS A MONTH FOR  
COACHING. ” ( 26:15)**

# **NEVER SELL FROM SOMEONE ELSE'S WALLET**

**“YOU SHOULDN'T BE PROJECTING YOUR LIMITING BELIEFS. IT'S NOT YOUR JOB TO RECOMMEND WHAT YOU THINK SOMEONE ELSE CAN AFFORD. IT'S YOUR JOB TO RECOMMEND WHAT YOU KNOW WILL MAKE AN IMPACT. ” ( 27:05)**

# **NEVER OVERSELL TO THE CLIENT**

**“YOU SHOULDN'T SELL SOMEBODY A 50K PROGRAM WHEN A 5K IS GOING TO SOLVE THEIR PROBLEM. ” (27:22)**

# **BE THE EXPERT**

**“YOUR JOB IS TO SELL THE SOLUTION THAT IS GOING TO MEET THE NEED, REGARDLESS OF WHAT THE PRICE POINT IS.” (27:55)**

# **GIVE PROSPECTS (UP TO 3) OPTIONS!**

**“IF YOU HAVE ONE OPTION, THE ANSWER IS GOING TO BE "I WANT THAT OPTION OR I DON'T. BUT IF YOU HAVE OPTIONS (UP TO 3), YOU CAN SAY 'OF THESE 3, WHICH IS THE BEST OPTION FOR YOU RIGHT NOW?" ( 28:53)**

**DISCOVERY**

**CALLS**

**DONE RIGHT**

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# THE SELLING STAIRCASE

5 Step Framework by Nikki Rausch



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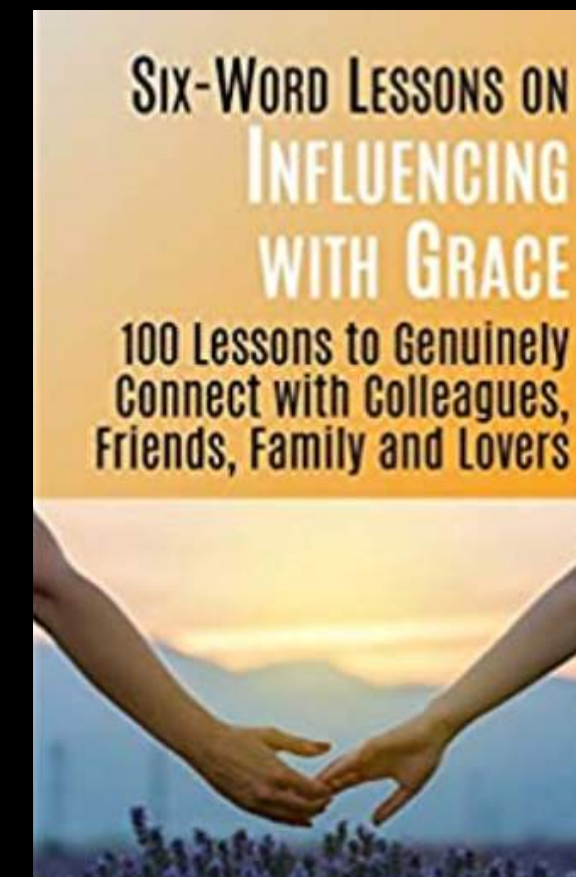
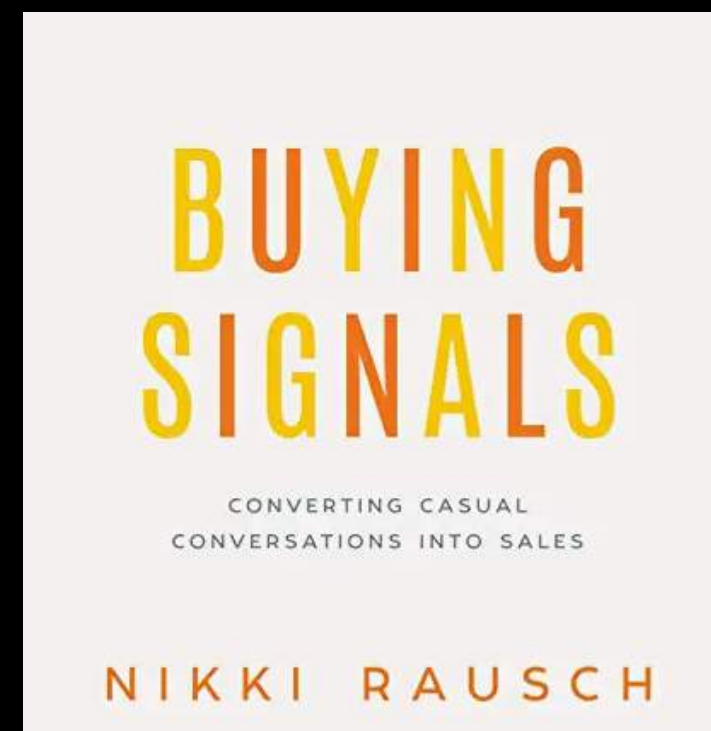
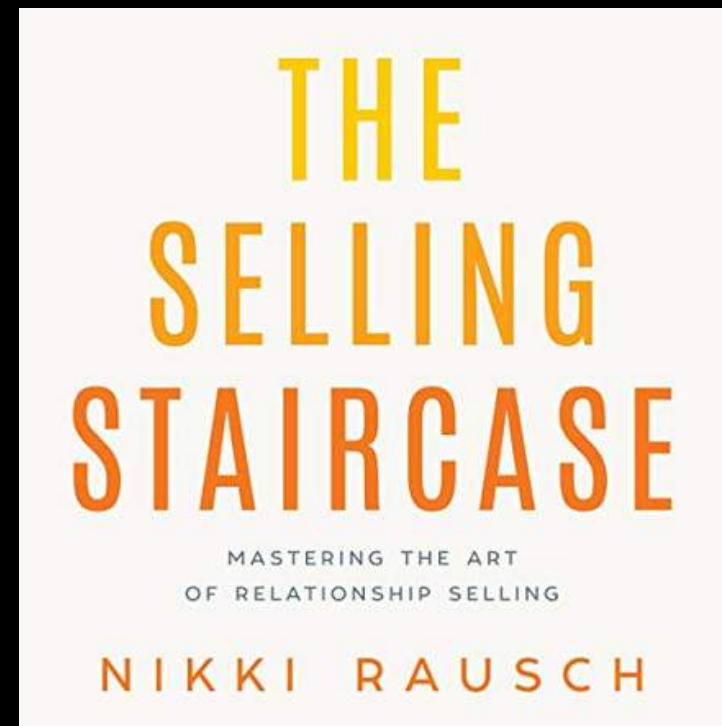
**BOOK THE NEXT CALL ON THE 1ST!**

**“IF YOU ARE GOING TO SEND SOMEONE A  
FORMAL PROPOSAL, YOU SHOULD  
ATTEMPT TO SCHEDULE THE 2ND CALL ON  
THE 1ST” ( 34:16)**

# BOOKS

**NIKKI HAS 3 FABULOUS BOOKS AVAILABLE ON AMAZON:**

**(LINKS TO PURCHASE IN SHOW NOTES)**



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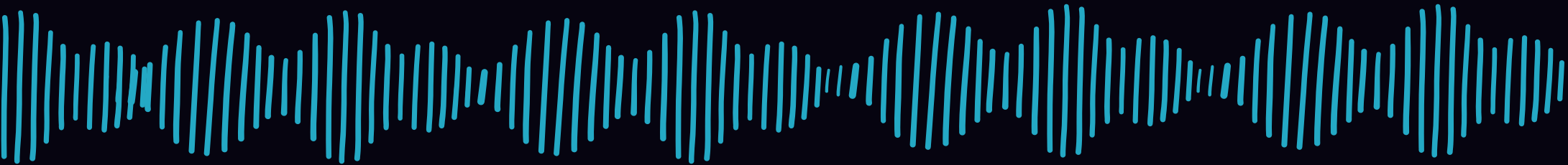
## **FREE RESOURCES**

**NIKKI HAS SOME AMAZING DOWNLOADABLES ON HER WEBSITE!**

**[HTTPS://YOURSALSMAVEN.COM/FREE/](https://yoursalesmaven.com/free/)**

# TAKE BACK MONDAYS

# PODCAST



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