

# Empathy-Driven Sales

## Quick recap

Sacha led a comprehensive training session on modern sales strategies, emphasizing a collaborative approach and providing a structured eight-step process for transitioning from coaching to selling. She focused on understanding clients' challenges, describing desired outcomes, and presenting tailored offers, while also stressing the importance of effective follow-up and maintaining positive relationships with prospects. The session concluded with participants practicing the sales sequence in pairs and preparing for an upcoming in-person event.

## Summary

### Collaborative Sales Strategy Shift

Sacha led a session on sales strategies, emphasizing a shift from traditional sales tactics to a more collaborative approach centered on sharing and value creation. She discussed the importance of framing sales conversations as invitations to experience benefits rather than pressure to purchase, and highlighted the significance of following up effectively after initial contact. She also encouraged participants to email her to confirm attendance for an in-person event at the end of August and to request accommodation details if needed.

### Coaching to Selling Transition Strategies

Sacha discussed strategies for transitioning from coaching to selling during the final 15-20 minutes of a coaching call. She emphasized the importance of creating a smooth transition and building an "onramp" to guide clients from their current situation to the coach's offer. Sacha introduced an eight-step process, starting with paraphrasing the client's issues and describing their desired outcome as "Paradise Island," before asking for confirmation of the coach's understanding. She stressed the need to focus on the emotional aspects of the client's goals and to highlight how the coach's method can serve as the bridge to help clients reach their desired destination.

### Coaching and Selling Strategy Overview

Sacha shared a structured approach to coaching and selling programs, emphasizing the importance of positioning oneself as a guide or "boat" to help clients transition from their current state to their desired outcome. She outlined an eight-step process, including effectively communicating the value of the program, presenting features clearly, and maintaining silence after making an offer to allow potential clients time to process. Sacha also provided a detailed example of how to apply these steps with a hypothetical client, focusing on understanding their challenges and aspirations before presenting a three-month program priced at \$6,000.

## **Sales Training: Empathy to Conversion**

Sacha led a training session on sales techniques, focusing on a structured approach to move prospects from "Hell Island" to "Paradise Island" through empathetic listening and clear communication. She outlined an eight-step sales sequence, emphasizing the importance of understanding the client's current situation, describing the desired outcome, and making a tailored offer. Sacha also stressed the significance of following up with prospects who decline the offer, maintaining a positive relationship and providing ongoing support. The session concluded with participants practicing the sales sequence in pairs, with feedback on their performance.

## **Breakout Rooms Setup and Farewell**

The conversation ended with participants discussing the setup of breakout rooms and preparing to end the session for the holiday weekend. Sacha confirmed the rooms were set up correctly and bid farewell to the team, wishing everyone a good weekend. Amber and Eesha expressed gratitude for the session and complemented each other's contributions before wrapping up the meeting.