

## #106: 3 Mindset Tips to Boost Your Sales



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With Your Host

**Debbie Sassen**

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You're listening to *The Jewish Entrepreneur Podcast* with Debbie Sassen, Episode 106.

Welcome to *The Jewish Entrepreneur Podcast*. I'm your host, Debbie Sassen. I went from being a financial adviser, author and chronic underearner to building my business to six figures as a financial planner and money mindset coach. And then, on to multiple six figures as a full-time money and business coach.

I help entrepreneurs create money making businesses and build wealth, using sales and money mindset strategies in alignment with authentic Jewish values. Now, let's dive in to today's show.

Hello, my friends, and welcome back to the podcast. Today, we are going to talk about selling and three mindset shifts you want to make in order to sell your offer.

But before we jump in to today's episode, I want to let you know that my group program *Wired for Wealth* is going to be open for enrollment on January 2. There's going to be a very limited enrollment window January 2, 3, and 4. I'm also going to be doing an open house on January 2, so that you can come on to Zoom and ask me any questions you want about the program.

This is the number one coaching program for Jewish entrepreneurs. My clients get amazing results when they are in the program and they're getting coached regularly.

I have two beautiful shout-outs today for my clients. One of my clients ran a retreat in Lakewood this week. Her goal was to have 10 women join her retreat. She jumped in; she worked on her emails, on her marketing. She had only six women sign up just a few days before the retreat. But she ended up with eight, because she kept selling.

That's what we're talking about today, selling. Because my clients are learning how to sell. They're getting rid of the icky, sleazy feeling that so

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many people have around selling. And they're making a difference and an impact in the world because of the power of selling.

My other client has a group coaching program, a small program, it's one month long for new mothers. Her goal was 25. Same thing, she improved her emails, sent out more emails, and as of today, she has 17 women in her group. When just a week ago, I don't know if she even had 13. But she continues to talk about it, and people are coming out of the woodwork and they're joining her program.

And so, I really have to give a shout out. I feel like that Jewish mama/grandma, I have so much respect for my clients who are doing this work and they're making a difference in the world. And really, it's just naches for me. They are really sharing their gifts, and I am just so, so proud of them.

When you come into this program, you also get to take the gifts that you have inside of you, your God given gifts, and share them with the world. And it's all because of your ability to sell, and not feel anything icky or sleazy or unethical about selling. So, just mark your calendar for January 2.

If you're not on my email list, make sure that you sign up so that you are the first to know when the enrollment window opens. Go to my website, [DebbieSassen.com/newsletter](http://DebbieSassen.com/newsletter), and get on the list. You get notices of all of the emails I send out with business-building tips. There are things that go out of my emails that I don't share on the podcast, so you want to be in there as well.

So, let's talk about three mindset shifts you want to make so that you can sell with confidence, without feeling any sort of pushback in your body about selling. You really want to adopt these three new beliefs about selling.

Number one, people want to be sold to. I know we all have feelings about selling. We think that we don't want to be sold to, that there's something pushy, and it's usually because we have the image in our mind of someone

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who is too aggressive, too pushy, doesn't give us our own space. We all have that image of a used car salesman in our minds, or a telemarketer who calls you on the phone and just talks and talks and talks and tries to steamroll you.

But here's what I want you to know, when people want something, they need help to either figure out exactly what it is they want, or to get them over the hump.

I think back to, it was probably three or four years ago, my husband wanted to buy me a gift before Pesach, before Passover. It is customary in Judaism to buy your wife a gift before Passover and before Sukkot. And so, we went to the jewelry store.

I'm not a big jewelry person. You might see me on Zoom, I don't wear jewelry a lot of time, it tends to bother me; my watch comes off, my rings come off. The earrings? They don't bother me, they're not in my way. But I'm also the kind of person who will wear the same set of earrings over and over and over again, until they break. And then I have to remember that I have to take them to the jeweler to get fixed. So, I'm pretty simple in my jewelry tastes.

But he really wanted to buy me something. That's part of what we do, is we let our husbands buy us gifts, right? So, we went to the jewelry store. We looked around a little bit, and I didn't see anything. But then, you know what? We let the jeweler pull different earrings out of the drawer. "What about this? What about that? What do you think of this?"

We were looking to buy, and we needed a jeweler to show us and recommend and sell us a pair of earrings. I found the most gorgeous pair of earrings and I wear them every Shabbat. It's just a beautiful thing, that somebody took the time to serve me in this jewelry store, and sell me this gorgeous pair of earrings. Now it also reminds me, all the time, of the love my husband and I have for each other.

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I was also thinking about, have you ever gone into a clothing store, you're looking around, and this happens unfortunately, too often in the malls in Israel. Oh, well. There's music, like boom, boom, boom music. I don't know why it's not soft elevator music in so many of the clothing stores here.

But if you ever go into a clothing store and you cannot get a salesperson... Or a shoe store. That seems to be the epidemic, no salespeople in shoe stores. You want to buy and there is nobody there to help you. You are looking for someone to sell you a pair of shoes. You're looking for someone to sell you clothing.

Maybe you find a blouse on the racks and you want to know if there's something similar. Is there a sweater that matches it? Is there a skirt that matches it? You want to be helped. You want to be sold to.

I just want you to remember, when you have been in situations like these, where you wanted in a service provider to come and serve you and there was nobody to be found, or they were apathetic. You don't want to give your clients that impression, that you're apathetic, you don't care. 'They can come and they can buy from you if they want to. And if they don't want to, that's okay. You don't really have the time of day for them.'

No, your people, they want to work with you. I want you to get out of your comfort zone and believe that. Believe that your people want to be sold to and show up and sell to them. We make 35,000 decisions a day. Just think about that. You get up in the morning, then your alarm is going to go, and you have to decide: Do I press the snooze? Do I get out of bed? Do I press the snooze? Do I get out of bed?

Let's say you press the snooze, and five minutes later it's going to go off again. You keep having this game in your head. Then you have to get up, and you have to decide what you're going to wear. You have to think about, is it cold outside? Is it warm outside? Do I need a sweater today? Do I need to wear closed shoes? Do I need to wear sandals?

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There are so many decisions before you've even walked out the door. And if you have kids, you have to help them make decisions on what they want in their school bags. What are they going to eat and not eat today? Just think how many decisions you're making before it's even 10 o'clock in the morning. Right?

How much milk are you going to put into your coffee? Are you going to froth it, if you have a frother? I have a frother. Today I frothed my milk. Most of the time I don't, too much of a decision.

But really, think about that when your clients are reaching out. Maybe they book a sales call with you. They've already had to overcome like 10-15-20,000 decisions in the day, just to get out of their inertia and book that sales call. That shows you that there is something there, that they really want to work with you.

I really believe that 80% or even 90% of the people that book calls with you, in your online scheduler... and if you don't have an online scheduler, the fact that they reached out to you by email, by WhatsApp, by Messenger shows that they had to overcome a very heavy decision. I know I'm making it sound a little bit dramatic, but inertia is very strong.

They have to do something uncomfortable: Admit that they need help with something, maybe it's a problem, a real painful pain point. Then they had to reach out. That's already a decision beyond the norm. Now, they have a meeting booked with you.

So, when you show up with them on that call, you really have to believe that they want to be sold to. And, don't be gentle about it. I'm not talking about being aggressive or just being a bulldozer with them. But you have to learn how to have a sales conversation that allows your people to be sold to.

That's the mindset shift, is believing that the people in your inbox, the people on your Zoom calls, the people on your telephone, want you to sell to them. So, learn how to sell and go sell.

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Mindset shift number two is, believe in your offer with whatever you are doing in the world. If you are a coach, if you are a website designer, if you are a copywriter, whatever you are doing... a photographer... Whatever it is that you are gifted to do in the world, believe that your offer is amazing.

Now, maybe you're newer in the industry. I've been a coach for seven years. I would like to say, I hope so, that my skill set as a coach is better than people who are just now getting out of coaching school or have been in the business for a year or two years, right?

Because I have developed skills; I've refined, I've honed, I've taken advanced certifications, I've gotten mentorship, I've had pointed out to me where I can improve my skill set. So, I'm hopeful... you guys will have to tell me... that I am a better coach than someone who has been in the industry for two years. That would be normal, and it's not a problem.

But if you're newer on that experience spectrum, you still have to believe in your offer. If you're just now learning how to design your first websites, you might not be as good, qualitatively, as someone who has been designing websites for 10 years. And, that's okay. Nobody's expecting someone who just learned the art of making websites to be as gifted as somebody who's been doing it for 10 years.

You know what? Your price is going to reflect that. That's okay, be where you are. Be happy where you are, and really believe that your offer, whatever it is... Even if you've been doing it for 10 years. God willing, you'll have another 10 or 20 or 30 years ahead of you where you can continue really refining your skill set, upgrading, learning new things.

You are becoming a better version of you, and your offer is becoming a better offer. But wherever you are now, believe in the offer; where you are today, for your people.

Something that I love to say is "My clients are divinely contracted to work with me." That means the clients I'm working with today are supposed to be with me today. The clients that were with me five years ago, when I had a

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less refined skill set as a coach, those were the right clients for then. Our clients don't necessarily continue with us on our journey from the beginning to the end. That's not a problem.

But believe that your offer today is amazing. I don't mean that you should lie to yourself, but it's amazing for who you are right now and for the clients that you're going to work with right now.

Maybe you have to do some work and get out of imposter syndrome. Just even imagine... let's think about doctors. Let's say you're a heart surgeon. Thankfully, I think that nobody listening to this podcast is doing life-or-death work like heart surgeons. If something goes wrong, it can really, really be fatal.

But somebody who has been doing surgery for 10 or 15 or 20 years, of course is going to be better than someone who just finished med school three weeks ago. But that brand new surgeon also has to do, or gets to do, surgery. Because you can never have 10 years of experience, or 20 years of experience, unless you had your first day of experience, your first 10 days, your first 20 days of experience. Everybody starts at the beginning.

So, believe that your offer is amazing. Right now, where you are, you must believe in your offer. If you want to be able to sell, you have to believe in your offer. You have to believe that your offer is going to be transformational for your clients, today. Your clients might not be the same clients 10 years from now and that's okay. But for today, it's amazing.

The third mindset shift is you have to believe in your people. I remember this so clearly. It must have been three years ago. I was doing a peer coaching call with one of my peers. We were in a mastermind together and we were just talking about... I think I had run a webinar and I was maybe feeling a little bit down.

After you run a webinar or you do a masterclass or something like I recently did; I did a webinar and I had an upsell into my group coaching program. Usually there is an interest in the first day or two after the webinar. And



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then during the launch period, there's this dead zone when nobody buys, and then people buy at the end. That's exactly what happened after my recent webinar. I'm really, really excited that five people joined my group coaching program in November.

So, back in the day, when I was much newer doing webinars and launches, I was in that dead zone. One of the thoughts that I shared with my peer coach was that the people on my email list are cheapskates. Now, if you're on my email list and you're hearing that, that's not really how I think about you now, it's not true. That was back in the day, with less experience.

First of all, in this most recent launch, I think I was barely on social media because of everything going on in the world. There's the war still going on as I record this, in Gaza, and I just don't feel like being very much on social media.

So, I was really relying on my email list and believing that the people on my email list wanted to buy my offer. And that, indeed, is what happened. But when I was believing that my people were cheapskates and they didn't want to invest in coaching, of course, that is not going to result in any clients coming off of my email list to work with me.

That is going to energetically repel people from working with me, because I'm not thinking that they're interested in my coaching. You have to believe the people who are in your orbit right now. You have to believe in them. You have to believe that they want what you're offering. You have to believe that they have resources, or access to resources, that they can come to you and pay you money.

It's a very self-sabotaging belief to think of the people on your email list, or on your social media networks, in the Facebook groups where you're hanging out, people listening to your podcast, it's very self-sabotaging to believe that they're cheapskates and they're not going to work with you.

People can just feel that. I didn't understand that back in the day, but now I do understand that energetically, it pushes them away, it repels them. But

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they somehow... I don't know how it works, it's a very metaphysical thing. But it really, really works. Just like prayer is metaphysical. We really ask God to release the hostages. We ask God to heal us. We ask, we give our requests, and we put them up into the heavens to the Almighty. And somehow, it works. It's all metaphysical.

It's the same thing with the people in your orbit, you have to believe in them. They want to work with you as much as you want to work with them. They want your help as much as you want to help them. You have to believe in your people. That they are resourced, they have access to resources, and they want what you're offering.

When you're in that frame of mind, and you're thinking about your people, "They want what I'm offering. How can I sell to them differently, so I can get the message across of what I'm selling? So, I can talk about the transformation that my clients are going to receive, a little bit differently? So, I can share my process so that it makes more sense to them? That there's more clarity."

When you're thinking that, they want what you have. Maybe you just aren't explaining it correctly. If you think about a teacher standing up in front of 30 students in a classroom trying to get a concept across in math, in algebra, in geometry, and half of the class gets it and half the class doesn't. The teacher has to wrack their brain to explain it in a different way, so that the other 15 students in the class are going to get it.

And so, then maybe seven people got it, and now we still have eight. And so, the teacher wracks their brain again, "How else can I say this so that these other eight students are going to understand what I'm saying?"

That's your job as a business owner, as a service provider, to think, "How can I say what I am selling and offering to people, and talk about it in a different way? So, that the people who want to buy it will be able to raise their hand and say, 'Yes, that is the thing that I know that I want. Thank you for selling it to me like that.'"

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Alright, so those, my friends, are the three shifts that you want to make in your mind when it comes to selling. Number one, people love to be sold to. Number two, you have to believe in your offer. And number three, you have to believe in your people; that they want to pay you money, that they want to work with you, and they want to work with you now.

All right, my friends, thank you so much for tuning in to this week's podcast episode. Again, go to my website [DebbieSassen.com/newsletter](https://DebbieSassen.com/newsletter), and sign up if you're not on the newsletter yet. You want to make sure that you are one of the first people to know when doors open to enrollment for the January 2024 cohort of Wired for Wealth.

I will see you next week on the podcast. Bye-bye, for now.

Thanks for listening to *The Jewish Entrepreneur Podcast*. If you want to stop underselling and underearning and close more sales, you need to clear the limiting money beliefs that are sabotaging your business growth.

Head on over to [DebbieSassen.com/mindset](https://DebbieSassen.com/mindset) and download my free Money Mindset Workbook. Uncover and dissolve money blocks, like hundreds of other entrepreneurs who are now building six-, multi-six-, and seven-figure businesses and creating true financial freedom.