



Discover How You're Selling Already

with LaTisha Cotto



Sales can be a scary term, it's one of the top reasons people quit direct sales because they're just not sure how to sell. Complete this worksheet to use LaTisha's methodology to reframe your mindset around sales and regain confidence in your sales ability.

Firstly, write a list of 10 things you've recommended to people.
(Shops, brands, websites, products, services, etc.)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

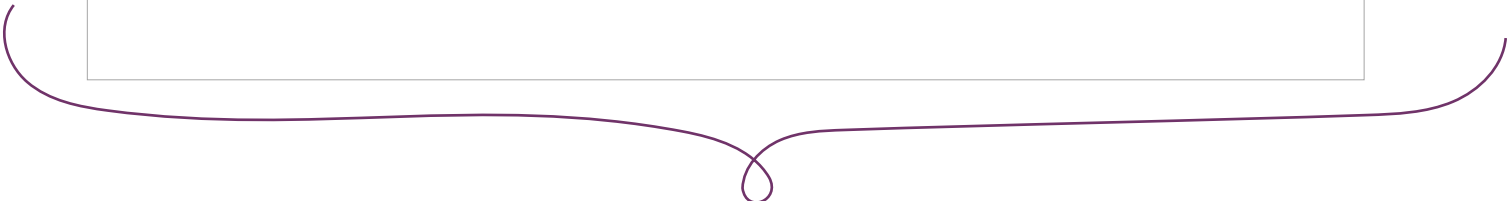
Now, let's run through a recommendation scenario.

When was the last time you recommended a product/service to a friend?

Why did you recommend it?

How did you describe it?

What was their reaction?



This, right here, is sales!
And you're doing it already!

Now imagine the same for the products/services you're selling as part of your direct sales business.

What are you recommending?

Why are you recommending it?

How are you describing it?

What's going to be their reaction?

There is no difference to recommending other products and services versus your own... Next time you go to sell a product or service, visualise this positive roadmap and remember you're recommending first and then selling.

Remember:

- ★ Sales is Sharing, Educating and Problem Solving
- ★ Sales is Authenticity
- ★ Sales is Professionalism
- ★ Sales is Relationship Building

Write down an example for each of how you can sell your products, services and yourself in these ways.

Sharing, Educating and Problem Solving

How does your product/service/business opportunity benefit specific people.

Professionalism

How can you show up for your customers and go the extra mile.

Authenticity

How are you using the product/service/business opportunity to improve your life.

Relationship Building

How can you form genuine relationships and offer value to people.

Incorporate these methods into your daily or weekly to-do list so that whenever you're selling your products or services you're hitting one of these key types of sales.