

Episode 158: My secret to making EFFORTLESS sales in your bu...


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SPEAKERS

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Welcome to the Manifestation Babe Podcast. My name is Kathrin Zenkina, and I'm a manifestation expert, master mindset coach, and a multiple seven-figure entrepreneur. I'm obsessed with helping you achieve everything that you once thought was impossible. If you're looking to massively uplevel your life, your finances, your relationships, your productivity, and success, you have come to the right place. My goal in this podcast is to help you see the infinite potential within yourself to be, do, and have anything that your heart desires. Think of this podcast as your weekly dose of mindset development to help you maximize who you are and where you're going. Leave it to me to provide you with tools, resources, strategies, and teachings that you need to manifest a reality wilder than your wildest dreams. I know we're about to have so much fun together, so thank you so much for pushing play today. And now, let's begin. Hello gorgeous souls, and welcome back to the Manifestation Babe Podcast. I hope you are having an incredible day today wherever you are in the world, whatever day of the week it is, or whatever time of the day it is. I don't know if you've noticed, but over the next few months, here on the Manifestation Babe Podcast, we are going to be diving into so much deeper into topics around business and money - especially money mindset and the manifestation of money. We are doing this to get ready for the launches of two of my favorite programs. One is my favorite business program, and the other is my favorite money mindset program. So, if you are someone who is struggling to manifest more money in your life and more sales in your

business, I've got your back, baby. You already know that I don't do things conventionally, and that's why I get unconventional results. I'm going to give you the goods to be able to do the very same. So, today I want to talk about sales and selling. The title of this podcast is my secret to making effortless sales in your business, and that's because I really want to give you guys the thing that's truly going to make selling in your business an effortless activity. You don't have to try very hard. You don't have to work really hard in order for you to create the impact, the income, the sales, and the transformations with your business, whatever that business might be. Sales is a craft that I used to work really hard on, because I freakin' hated selling. When I got into my first business, which was my MLM, I would cringe the first 100 times, but I would make a sale. With my business, it took me forever to get used to it because we, in society, have so many stories around what it means to be a salesperson. We look at sales as this sleazy, icky, disgusting thing, when we don't realize that sales is literally the oxygen of business. Even to be human is to sell; we're constantly selling things, not just in business. If you're not in business, this still applies to you because you are constantly selling your ideas, your beliefs, and your opinions to other people. You are selling things to your children, you're selling things to your spouse, or selling things to your students. If you're a teacher, you're selling things to yourself constantly. It took me a while to recognize this, and I always looked at sales as this craft that I had to work really hard on. It's a craft that I have been training myself to do over the last five to six years of being in business. I thought that I was just the type of person that had to get used to it; or learn certain jargon, words, and phrases to use. There's a language to be able to talk smoothly to anyone and sell anything to them. And so, I of course, invested a lot of money into sales trainings over the last five to six years. However, what I have learned through this experience - and up until the point to where I really started to break through, especially with Manifestation Babe - is a huge reason why it became so successful so fast is, because I was able to work through a lot of the beliefs that I had around and behind selling. I learned that there was so much more than just the tactical and practical sales psychology stuff, which I'm super into. I'm a huge nerd about it. I invest so much into learning the psychology of selling, I think it's fascinating and awesome. But if I weren't to work through the beliefs that I had behind selling that is preventing me from being this saleswoman that I am today - like it's just become a part of me where I don't even have to call myself that because that just is me. I am in the business of making sales, and so are you, and so is all of us, regardless of whether we are in business or not. Things just become effortless. You do not have to like sit there, really think, freak out, create stories, pressure yourself, feel like you're being sleazy, and all these things. You really don't even get in your head anymore after I share with you what I want to share with you today. And so, I really had to let go of these beliefs that we so commonly have. These are not unique to me at all, whatsoever. I'm sure to some degree we can all relate to this. I had to let go of the belief that selling is sleazy and that everyone hates being sold to. I remember I used to struggle pitching my programs, fitness solutions,

and all that stuff that I've sold in the past, because I believed that everyone hated being sold to. So many people used to believe that those who are selling are taking advantage of people. Because I held that belief around other people and how they view people who are selling, I would always go out of my way to desperately give off this energy of, "No, I'm not taking advantage of you. Look at what a great person I am. I'm not just selling things to you, look at how much I'm giving." It just became so messy. I realized that, sure, there are totally people who are taking advantage of people who are selling in a very sleazy way; there are totally people who hate being sold to. However, we as a society have created this story and have allowed those few people to spoil our perspectives of the majority of others who are selling to us, and how we're selling to other people. I did some research, as I do a little here and there before I record on a topic, because I was really curious to learn about the origin of the word "sell." The way I have now reprogrammed "selling" in my mind, is that to sell means to serve. So, I went into Google, and I learned that in Old English, which comes from like the fourth or fifth century, the word "to sell" literally means "to give." And so, the way to see selling as an activity or a process is that you are giving a product or service in exchange for someone else giving you money, which - newsflash - money is just energy. So, you are giving something in exchange for someone else giving you something. Your product, service, or whatever it is can also be seen as energy. You're providing someone with energy to maximize their life, make their life easier, or solve some sort of problem; and then they are giving you money in exchange so then you can use that money to be able to put into something else, in order to give more energy back into the world. It's a process of giving on both sides. As long as you are a kindhearted, generous, and genuinely good person, I highly doubt you're actually scamming people. In the dictionary to scam someone - and I looked this up again - means to deceive and defraud someone. I don't know, but I highly doubt that if you're listening to my podcast and a heart-centered entrepreneur that you ever set out or ever made it a mission for yourself to go out and deceive or defraud someone with your program, coaching services, or products. I just highly doubt that you're someone here with the intention of deceiving or defrauding people. If you are, well, that's between you and karma. So, why allow this to hold yourself back? Why allow this to be your story? Here's the truth: We are all in sales. As I already mentioned in the beginning of this podcast episode, sales is the oxygen of business and the oxygen of many aspects of our life. To be human is to sell. You're selling your kids on eating broccoli; you're selling your spouse on watching your favorite movie; or you're selling yourself on going to the gym and exercising, instead of sitting on your couch. We're constantly selling ourselves and other people. When you watch an amazing movie; you go to the movie theater, you watch an amazing movie, you go home, you text all your friends, and you say, "Oh my god, you guys, you have to watch this movie. It was so good! I loved it, the kids loved it, my husband or my wife loved it. Everybody loved it. It's so good, it's so funny. You guys HAVE to watch this movie" - and then guess what? Your friends go and actually watch that movie. You just

sold them on a movie. You just sold. You just made the movie theater more money from your words, from your influence; from how you talked about the movie; from the energy that you exuded around this movie. We don't realize this; we think that only when the transaction goes into our bank account that it's a sale, but it's so much more than that. You can see how it's just intermixed and integrated into every single aspect of your life; and if selling is that important, then shouldn't we reframe our story around selling? Do you see why this is so important, not just in business, but in so many other areas in your life? The greatest thing I ever heard from a sales presentation was actually from one of my good friends Jen Casey. She said this years ago, I think it was early 2018. She was on stage, we were both speaking at the same event, and this quote stuck with me ever since then. She said, "You're either selling someone your solution, or they are selling you their limitation." I'm going to say that again - and I'm probably paraphrasing this because, again, it's not like I went back to my notes from that event. This is just literally what's stuck in my head, and I give Jen credit for this. "You're either selling someone your solution, or they are selling you their limitation." If you're not confidently selling them your solution, then what does that mean? If that belief is true, then you have already bought their limitation. By preventing yourself from making sales in your business, you are buying limitations from other people; you are buying the fact that they have this problem that they cannot fix; and you have created so many stories around selling, that you are so afraid to offer them your solution. So essentially, you've bought their limitation, you just keep buying their limitations, so they're actually doing the selling on you. Another way of looking at this is, if you're not selling them your solution, eventually someone else will. That's not to see this as competition - because, again, I don't believe in competition; I believe that there's so much abundance and so much to go around, and that we all have different people that we're impacting - but it's just to say that with the right energy, people will eventually buy. They will eventually buy either someone else's programs and products, or your programs and products. For the benefit of your own life, wouldn't you prefer that it's your own products and services, especially with all the hard work and effort that you put into them? So, here's the secret - and we're getting down to the secret. I spend the biggest portion of my energy working on - not language, tactics, or strategies, even though they are key and they do make up of that last final punch when it comes to selling. I would say 90 to 99 percent of sales is about the energy of sales. Here's where I see most people get this thing wrong. Most people are selling to convince people to buy. What they end up doing is they end up crafting their offerings - their sales pages, their webinars, emails, social posts, Instagram stories, Instagram posts - and they're infusing that with the energy of convincing other people, which gives off a more desperate and attached vibration. Noticing this and noticing myself doing it especially - because I learn a lot from my mistakes, and this is why I love sharing this stuff with you, because I can shave years off of your own journey of like trial and error, and really help you nail this thing down and start practicing it for yourself and getting results so much faster. I spent so much time and

energy convincing people and being so afraid of selling them at the same time, that of course I was stuck. Of course, my business didn't thrive in the beginning. What I noticed about myself and by watching other people and my favorite salespeople and just seeing how they're doing things. For instance, my very first biggest investment I made in my personal development life and my business was dropping 15 grand at a Tony Robbins event. That's part of my story of how I got here, and that was the craziest biggest leap of faith I ever made. And I noticed something. Tony Robbins went on stage, and he literally pitched for two hours the next level. This next level was his next two events, which was Life & Wealth Mastery, and Date With Destiny. The entire time I was so hooked in and I never got mad or judged Tony for pitching his program. It was done in such a beautiful way that I don't feel like I was getting pitched to. I felt like it was such an obvious "Yes," and that Tony just made it fun. He was just sharing, "This is what you're going to get, and this is your transformation. He was really speaking to that next level and not so much of "You need this, here's all the benefits, here's all the features, and if you don't buy this is this is not going to happen," and blah, blah, blah, whatever it is. It was just the energy that he came from. Thank God he pitched that program that night because if I didn't make that investment, I literally would not be here. That is the thing that started; that was the very seed that was planted that got me to quantum leap so fast in my life. Just looking at some other masters of selling and how they do it in such an effortless way and make so much money helping people and transforming people; they were the people who are not taking advantage of people, but the people who are actually helping people. I learned to sell with the thought - and this is a key, so I want to make sure that you're listening to this difference maker - I learned to sell with the thought and the belief that everyone has already said "yes" to buying; and that my sales page, my opt-in, my emails, and my posts - whatever it is that I'm putting out there - is just for me to help get people more excited about something that they already said yes to. I no longer spend even an ounce believing that I'm convincing people who have said no to my programs. I don't even focus on the people who said no; the people who are not interested, I'm like "Whatever, I'm going to speak to the people who are interested and are already saying yes." I believe that there are thousands of people who want to be in my energy and who are already signing up. And my launches, then - and the reason why I like to speak so much on the reframe around launches is because when you look at sales in this way, launches are no longer stressful. Why would they be stressful? These people already said yes, and now your launch is the fun part. This is why my team and I look so forward to launches, because this is the fun part: to excite people for what they're in for and the transformation that they're about to receive. This is my favorite thing to talk about, because now it's like, "Look at what's going to happen because you already said yes." And that right there is the key difference maker. When you sell, you must speak to the transformation that they have already committed to. What you're doing with your launches and while you're selling, is you're just supporting them in their leap. You have to come to your launches or selling

periods - like maybe you don't have launches in your business, or maybe you have a completely different business than I do. Who cares? Whatever it is, that moment when you're doing the active selling - maybe it's an enrollment period or maybe you have a sale going on - that selling period, you must approach with the end in mind. And so, what I do before all my launches, if you're curious, is I create a vision. I already decide and I already know. How do I know? I just make a decision, because I know that whatever I decide is what's going to manifest. I already know I sold an X amount of spots into my program; I pick a number like 500, 1000, 800, 20, or whatever. And from there, I use my intuition to reverse engineer. I tap into the version of myself who's already sold X amount of spots, and then to reverse engineer, I ask a version of myself using my higher-self or my intuition, "How did I market this time? What did I write in my sales page? What was my sales copy that got people over the edge and excited about being in the program? How many live streams that I do? Was there any strategic podcasts interviews that I did? How exactly did I show up on a day-to-day basis? How did I - and this is most important - feel the entire time when I launched? What was my energy like the entire time that I launched? What made people say, "F yeah, I want to be in her program, because I want what she has." Yes, this is such a huge component. I do want to speak to the fact that action and strategy are very important parts of sales as well. If you're not investing in learning how to write sales copy and certain sales language that has been proven scientifically to work, then you're not going to get maximum results. You're not going to get like the most results possible. But I would say 90 percent is energy; 90 percent is the psychology of yourself. It's not just the psychology of tapping into how to make sales, but the psychology of your own self. That is such a huge piece. This is so unconventional and a lot of people don't talk about this. A lot of people are so focused on the tactics, strategies, and mechanics, not realizing that, yes, that's important, but maybe makes up for 10 percent. And so, if you're just focusing on that, you're literally letting go of 90 percent of your success. So, the key is to remember to tap into that energy of everyone who already said yes to you. Your success is already inevitable, it's done. There's nothing to worry about, there's no convincing, and there's no stress. The thing is, is when you approach this with that kind of mindset, you'll find that your confidence will absolutely soar with yourselves. That confidence is the energy that people are constantly buying into. My mantra of 2019 was "I want what she has." I developed that from a conversation that I had with one of my mentors in 2018, Lewis Howes, where him and I did our last call of the year, because I was in his Mastermind. It was so funny, because I was talking to him about how I was feeling energetically drained and how I feel like I need to get my health in order. And long story short, that's when I went on a journey of discovering that I had breast implants that were sucking my life out of me. I got a surgery to remove them and I essentially got my life and health back. That was basically the intention that I set to find out what was actually getting in my way of feeling my best. I remember expressing that to Lewis, and he said, "Kathrin, the energy that you need to come from in 2019 is do everything for yourself, your

energy and your health, that makes people look at you and think, 'I want what she has' because that kind of energy is just so freakin' magnetic." And I agreed with him. And that's what I did. In 2019, of course, my business grew, and many amazing things happened because I exuded that energy. That energy and that confidence is what people are buying into. For example, if there's you and someone else who makes the exact same program, product or service, and that person is not very confident or doesn't believe in themselves, versus you who IS confident in yourself and DOES believe in yourself, which person do you think people are going to invest in? Are you going to invest in the person who says, "Oh, I don't know what I'm doing. Oh my God, I feel like she's going to say no;" or the person who says, "Here's me, and this is what I got. Here's my life; here's the proof. It's worked for me and it's worked for my students. If you say no, that's on you; if you say yes, then I'm going to show you how to do all this." I'm just oversimplifying this, but you can see that in the difference between those two, there's an energy that people feel. There's one energy that makes people want to be around you, and there's an energy where people are like, "No, not really." And so, your energy is what people are buying more than the "how to's" - And that's not to say the how to's aren't important. Obviously, your program better be something that's worth people's money. Don't just put nothing out there and then sell it to someone and expect to keep making more sales. It has to be a transformative product. Anyway, your energy during a launch or anytime you're engaging in sales - which is all the time - is the make it or break it that will determine the results you get. So, this is how I stay detached, and this is what I see so many entrepreneurs missing. They're engaging and convincing people to buy from them, but then think about the last time you had a salesperson come up to you and convince you to purchase something. What did you do? Did you buy from them, or did you run away? The first thing that comes to mind is someone who I always run away from, which is - you know those kiosks at the mall where they're constantly trying to throw their product at you, convince you to try it out, and convince you to buy it? I'm the person who literally looks the other way and just keeps walking, or looking at my phone and just keeps walking. It's not because I'm a mean person; it's not because I don't think they're nice; or that I'm trying to be rude. It's that energetically, I can't stand that energy. It's not the energy I want to be in. So of course, if you're not making sales, to the degree that you want to in your business, and you're convincing people to buy your program, then that's a clue of why people aren't buying. So, if you're in the process of gearing up for a launch, or you're currently promoting something, here's what I want to leave you with. Ask yourself this question: How many people already said yes to me? And how can I make this the most fun that I - and they, especially - have ever had in filling out that checkout form, and leaping into my products, programs, services, or whatever it is? Let me know how this changes things for you for the next launch that you have. Let me know what your thoughts are. Let me know what breakthroughs you have, because this is my secret and the reason why I don't work very hard anymore to sell things. I used to, so I've been there, done that. This is why I can speak

on this, and this is why I know both ends of the spectrum. But even with my MBA last launch, I barely promoted the program. That launch, compared to my usual launches, was our biggest launch yet. That's because of the energy I came from. I would say, "Guys, this is a gift. It is a privilege and a blessing to be inside of this program. I know it works, and I'm not going to convince you. We're just going to have fun, and if you come inside here's what might happen, here are some of the results, and here are some of the benefits. And if you don't join, that's okay." This stuff truly works. I challenge you to try it out. Tag me (@ManifestationBabe) in the stories. I want to know your breakthrough or your a-ha! moment. Also, definitely sign up for the waitlist for Business By Design at ManifestYourBusinessByDesign.com. This is a business program that I am obsessed with. I am actually giving a ton of bonuses for it. Get ready to have your mind blown with the things that I have in store for you guys for the next couple months. I will catch you in the next episode. Bye. Thank you so much for tuning into today's episode. If you absolutely loved what you heard today, be sure to share it with me by leaving a review on iTunes so that I can keep up the good stuff coming your way. If you aren't already following me on social media, come soak up the extra inspiration on Instagram by searching @ManifestationBabe, or visiting my website at ManifestationBabe.com. I love and adore you so much, and cannot wait to connect with you in the next episode. In the meantime, go out there and manifest the magic.