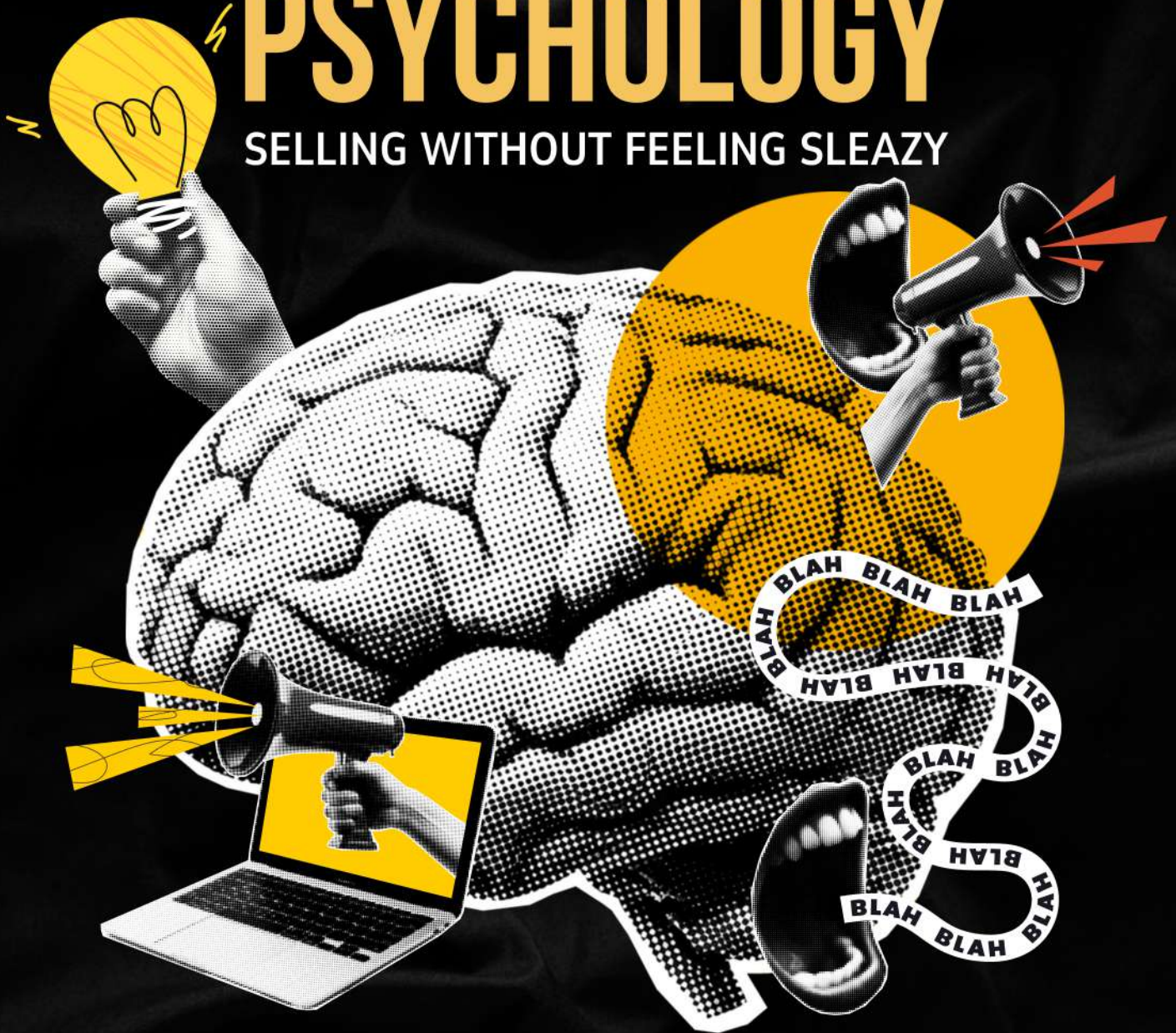


SALES PSYCHOLOGY

SELLING WITHOUT FEELING SLEAZY



A workbook on building trust, pitching with value, and selling with confidence.

WELCOME,

Selling isn't about convincing, it's about **connecting with people at their level of need**.

When you shift your perspective, sales stops feeling like a chore and starts feeling like service.

This workbook will help you:

- **Shift your mindset** around sales from “pushing” to “serving.”
- **Build trust with customers** so they see you as a guide, not just a seller.
- **Craft pitches that focus on value**, showing people how their lives improve with your product/service.
- **Handle objections with empathy**, so doubts become opportunities for deeper connection.

How to Use This Workbook:

- Treat this as a safe space to practice, brainstorm, and refine.
 - The more you write things down, the more natural they'll sound when you're in real conversations.
 - Remember: Selling is a skill. Like any skill, it gets easier with practice.
- 👉 **Keep your pen moving.** Even half-formed thoughts will sharpen into clarity over time.

A stylized, handwritten signature in black ink that reads "Wealthy Schola Andem". The signature is fluid and cursive, with the first name "Wealthy" and last name "Andem" being more prominent than the middle name "Schola".

SALES IS A TRANSFER OF BELIEF

Key Insight: Sales is simply the transfer of belief. If you believe in your product or service, your conviction creates confidence in others. **Think of it this way:** if you had the cure to someone's headache, would you feel bad offering it to them? No, you'd feel compelled to share it.

✦ When you truly see your offer as a solution, selling becomes an act of **helping, not persuading.**

Reflection Exercise:

1. What specific problem does your product/service really solve? Go deeper than surface-level. (*Example: "My skincare line helps with acne" → "It helps people feel confident enough to face the world without hiding."*)
2. Why do you personally believe in it? Think of your story, your values, or a transformation you've seen.
3. Write 3 sentences you'd say if you only had 20 seconds to explain why your offer matters. Imagine you're in an elevator with your dream customer.

 **Write Here:**

TRUST OVER TRICKS

People don't buy when they feel **pushed**. They buy when they feel **heard and understood**. That means the real skill in sales is not talking, it's listening.

Trust-Building Checklist:

- ✓ Do I ask more questions than I answer?
- ✓ Do I listen without interrupting?
- ✓ Do I repeat back what I hear to show I understand?
- ✓ Do I make the customer feel safe sharing their real fears and needs?
- ✓ Do I leave the conversation with them feeling respected, even if they don't buy?

💡 **Action Step:** In your next sales conversation, aim to spend **70% of the time listening** and **only 30% talking**. Take notes, mirror their language, and respond with empathy.

✍️ **Practice Prompt:** Write down 3 open-ended questions you can ask a customer that will help you understand their real needs:

1.
2.
3.

VALUE-BASED PITCH

When selling, don't just explain what your product is. Explain what it does and how it feels. People buy based on emotion, and then justify with logic.

Features vs. Benefits vs. Emotional Impact

Fill this table with your own product/service details:

Feature (What it is)	Benefit (What it does)	Emotional Impact (How it feels)
Example: Online Course	Learn marketing skills	"I feel empowered and in control of my business."
_____	_____	_____
_____	_____	_____
_____	_____	_____

🌟 **Pro Tip:** After filling the table, craft a 1-2 sentence pitch that combines all three.

(Example: "This course teaches you the exact marketing skills you need (feature), so you can attract more clients and grow your income (benefit), and finally feel confident running your business without second-guessing (emotional impact).")

HANDLING OBJECTIONS WITH EMPATHY

Objections aren't rejections, they're simply signals that the customer needs more **clarity, reassurance, or trust**.

Instead of getting defensive, lean into curiosity.

🔑 **Mindset Shift:** Objections = Opportunities.
They tell you what's really on the customer's mind.

Common Objections & Empathetic Responses:

- "It's too expensive." → "I completely understand. May I show you how this investment can save you money/time in the long run?"
- "I need to think about it." → "Of course. What questions would help you feel more confident in making your decision?"
- "I'm not sure this will work for me." → "That's a valid concern. Can I share how others in your situation have used this successfully?"

✍️ **Practice Exercise:** Write down 2 objections you hear often, and how you can respond with empathy (not pressure).

1. Objection: _____

Response: _____

2. Objection: _____

Response: _____

THE POWER OF STORYTELLING

Facts tell. Stories sell.

People may forget your features, but they'll remember how a story made them feel.

✨ **Use stories that show transformation:**

- A customer **success story**.
- Your personal **“why” story**.
- A mini **“before and after”** narrative.

Storytelling Framework (3 Steps):

1. **Before:** What was life like before your product/service?
2. **Conflict:** What challenge or pain point did they face?
3. **After:** How did your solution transform their situation?

✍️ **Exercise:** Write a short story (3–5 sentences) about a customer who benefited from your offer.

SELLING WITHOUT FEELING SLEAZY

Many people avoid sales because they fear being “pushy.” The secret? Don’t push-guide.

💡 **Think of yourself as:**

- A **coach** helping them see possibilities.
- A **doctor** diagnosing their problem and prescribing a solution.
- A **friend** who wants the best for them.

When you shift from “closing a sale” to “opening a relationship,” everything changes.

✍️ **Reflection Prompt:** Write 2 ways you can make your sales process feel more like helping and less like selling.

1.
2.

THE FOLLOW-UP FORMULA

Most sales don't happen the first time. People need reminders, reassurance, and consistency before they're ready to say yes.

 **Statistics show:** It can take 5-7 follow-ups before a customer makes a decision.

Follow-Up Do's:

- Be consistent but respectful.
- Add value each time (a tip, resource, testimonial).
- Keep it short and warm, not robotic.

Follow-Up Don'ts:

- Don't guilt-trip or pressure.
- Don't vanish after one "no."

 **Practice:** Write a simple 2-3 sentence follow-up message you could send after a first meeting or call.

YOUR SALES CONFIDENCE PLAN

Confidence comes from **preparation + practice**. The more you prepare your mindset, stories, and responses, the less nervous you'll feel.

3 Steps to Boost Confidence:

1. **Know Your Value:** Write down 3 reasons why your product/service is worth every penny.
2. **Rehearse Your Pitch:** Practice your 20-second explanation until it feels natural.
3. **Celebrate Small Wins:** Every conversation (even if it's a no) is practice that makes you better.

Action Plan:

- Write 3 affirmations you'll repeat before a sales call.
- (Example: "I am here to help, not to push. My product creates real value. The right people will say yes.")

1.
2.
3.

THE FEEL-FELT-FOUND METHOD

One of the most powerful and respectful ways to handle objections is the **Feel-Felt-Found method**.

It works because it's **empathetic, relatable, and reassuring**, instead of arguing, you guide the customer into seeing possibility.

Here's how it works:

Feel – Acknowledge their concern.

Let them know you hear and understand them. This creates safety.

Example: *"I understand how you feel. No one wants to overspend."*

Felt – Show they're not alone.

Normalize their concern by sharing that others felt the same way. This lowers resistance.

Example: *"Others I've worked with felt the exact same way."*

Found – Share the positive discovery.

Show what those others discovered that changed their mind and brought them value.

Example: *"But they found that the long-term benefits outweighed the initial cost."*

💡 **Why it works:** It's not about debating or proving. It's about connecting, relating, and gently shifting perspective.

✍️ **Exercise:** Write a short 3-line Feel-Felt-Found response you could use in your business.

- **Feel:** _____
- **Felt:** _____
- **Found:** _____

FEEL—FELT—FOUND EXAMPLE: PRICE

Objection: “**This product seems expensive.**”

You might respond:

“I totally understand **how you feel**, no one wants to overspend.

Others have felt the same way at first.

But **they found that** the long-term value and results far outweighed the cost.”

✨ **Why it works:** You didn’t argue about price. You connected, empathized, and reframed the investment as value.

✍ **Practice Prompt:** Write your own version below for your product or service.

- **Customer:** “This feels too expensive.”
- My Feel–Felt–Found Response:

FEEL—FELT—FOUND EXAMPLE: FEAR OF CHANGE

Objection: “**I’ve been using another service for years.**”

You might respond:

“I get **how you feel.** change can feel risky.

Others felt the same way.

But **they found that** switching actually made things smoother, more reliable, and ultimately saved them stress.”

✨ **Why it works:** Instead of dismissing their loyalty to the old way, you respected it and showed a positive outcome.

✍️ **Practice Prompt:** Write your own version for a “fear of change” objection.

- **Customer:** “I’ve been using another option for years.”
- My Feel–Felt–Found Response:

FEEL—FELT—FOUND EXAMPLE: TIME

Objection: “**I don’t have time to learn something new.**”

You might respond:

“That makes sense, I’d **feel the same** way if my schedule was packed.

Others felt the same way.

But **they found** that the setup was quick and actually saved them time in the long run.”

★ **Why it works:** You validated their concern, then reframed your offer as a time-saver rather than a time-taker.

✍ **Practice Prompt:** Write your own version for a “time” objection.

- **Customer:** “I don’t have time for this.”
- My Feel–Felt–Found Response:

DAILY SALES PRACTICES

Sales confidence doesn't come from hype, it comes from **habits**. Here are 3 small practices that will strengthen your skills daily:

Morning Mantra

Start your day with this reminder:

🗣️ *"Selling is serving. Every conversation is a chance to help."*

The Listening Ratio

In calls or meetings, aim for **70% listening, 30% speaking**. This ensures customers feel heard, not pressured.

Story Practice

Tell one short product or customer story each day. Share it with a friend, post it online, or rehearse it privately. The more you tell stories, the more natural it becomes in real sales conversations.

✍️ **Your Plan:** Write down how you'll commit to each practice this week.

- **Morning Mantra:** _____
- **Listening Ratio:** _____
- **Daily Story:** _____

NEXT STEP

At the end of the day, remember:

Sales is not about tricks. It's about **connection, empathy, and belief.**

When you use tools like **Feel-Felt-Found, storytelling, and daily practice**, you'll find sales becomes easier, more natural, and even enjoyable.

🎯 **Action Step:** Create your own full Feel-Felt-Found script today. Practice it out loud with a friend, colleague, or even in the mirror.

👉 **Want to go deeper?** Watch the full Wealth Waves episode on YouTube:

Sales Psychology: Selling Without Feeling Sleazy.

🌟 Because the best salespeople aren't pushy, they're trusted guides.

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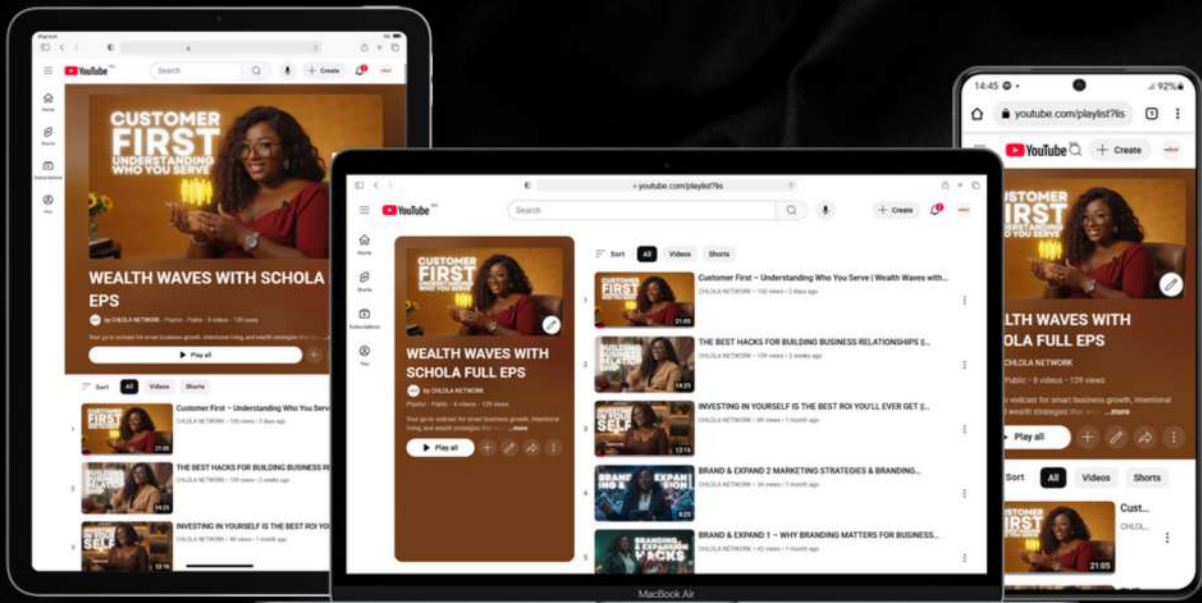


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