

Liz Wendling - Selling from your Heart - National Speaker and Six-Time Author

In this episode:

- Liz laughs it out as she recalls how her unconventional yet authentic method led to a revolutionary discovery of her passion with sales.
- It's out with the old and in with the new: dissing out the sale-sy approach and building relationships with the new, smart and savvy consumer that results in more success.
- She sheds light as to why some individuals dislike sales and how understanding your personal approach and embracing your soul makes selling more fulfilling.
- The impact of looking into one's self, listening to bodily cues, admitting mistakes and finally taking corrective measures to be a better salesperson.
- Liz defines what "selling from the soul" means and how certain openings already determine what will happen in the closing.

Liz Wendling is a nationally recognized speaker, sales consultant, and author of 6 books. Her two most recent are ***The Heart of Authentic Selling and Sell Without Selling Your Soul***.

Liz is driven by the mantra, *It's not WHAT you sell, it's HOW you sell that matters*. Liz understands the sales challenges that professionals face when selling in today's competitive environment and shows them how to make a profound difference in their sales approach, language, and process —online and offline.

Whether it's for her one-on-one consulting, group coaching, multiple-day training, or workshops, Liz will customize programs around the specific needs, challenges, and objectives a business is facing.

Liz has coached thousands of professionals to build solid business skills, develop a success mindset, exceed their sales expectations, and prosper in any economy.

Quotes:

"Sales was the way that I controlled how much money I made at any given time. I controlled the water faucet. I can turn it on in a way that honored me and honored my client." - Liz Wendling

"That is how more people signed up with me, because of transparency." - Liz Wendling

"We can no longer meet them where we want to meet them. We have to meet them where they are. And, you can only know where someone is by asking great questions." - Liz Wendling

"We've got to stop sounding like we did in the 80's. Those questions feel salesy. They don't really feel like you're building a question based on me and my situation." - Liz Wendling

"Don't think that just because you downloaded 10 questions on the internet that says, this is how you do a sales call or sales conversation, that may not fit you. It might be misaligned with who you are and the way that you take someone in that inquiry." - Liz Wendling

“You can’t separate selling and serving.” - Liz Wendling

“Nobody wants to do business with a servant. They want to do business with a woman who’s aligned and confident and strong and compelling. They want someone who can stand up for themselves and say, “I’m happy to do a proposal, but it doesn’t sound like I have the right information or enough information for me to do accurately.” - Liz Wendling

“When you’re focused on yourself, it’s impossible for the other person you’re talking to, to feel seen, to feel heard, to feel received, loved and understood.” - Liz Wendling

“Opening is the new closing.” - Liz Wendling

Pearls of Wisdom:

“Leave people better when you found them.”

“Don’t buy into the myth that you can sell without selling or that you can serve without selling.”

“If you don’t get the sale, get the lesson.”

Resources:

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Website: <https://www.lizwendling.com/>

LinkedIn: <https://www.linkedin.com/in/lizwendling>

Twitter: <https://twitter.com/lizwendling4>

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Golden Timestamps:

13:30 - 14:37 Liz discusses the one thing that will remain constant in the sales industry

26:13 - 26:40 The reason why selling must always be an act that links with your personal soul