

Cheryl Burget, Elevating Your Sales Genius in Your Business- Episode 313

In this Episode:

- Cheryl talks about what she learned delivering \$168 million in sales in her former investment banking world
- How you can shift from traditional sales tactics to a more service-oriented approach
- Know the heart of the "service as sales" approach, emphasizing the importance of addressing your client's problems, committing to outcomes, and fostering a genuine commitment to serving them in a meaningful way
- What you need to do when you become lax in your sales activities and the importance of continuously engaging with your sales process
- Know the key secrets to helping your clients become comfortable with sales
- Discover the strategies for moving your online relationships into sales conversations more effectively

Notable Quotes:

"I was never driven by money for the money I was driven by money so that I could have more choices and life could be easy."

"Be clear about the problem you solve for people."

"Sales means serving anyone lovingly, effectively, and successfully."

"What we invest in is really our representation of our commitment, not to ourselves, but also to our clients."

"Be committed to an outcome for their sake, but let go of the attachment."

Pearls of Wisdom:

1. Be kind and lead with grace.
2. Have fun.
3. You can always remake money, but you can't remake time.

Resources:

Cheryl Burget is a wildly fun yet powerful and professional sales expert who helps heart-centered, service-based entrepreneurs and small business owners increase their sales through authenticity, integrity, and service. She empowers others to find their personal and professional passions, and in doing so, has become a highly sought-after motivational speaker and sales coach. She takes a personalized approach to help each client uncover their purpose and leverage their hidden talents. Cheryl is widely known for her intuitive manner, as she teaches people to become self-sufficient and understand how to make money in their business over and over again. She helps people live their dreams, create financial freedom, and enjoy what they do by giving them real, tangible actions and processes.

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