

Aleasha Bahr, Mastering Authentic Sales Strategies with the Black Sheep Sales Method™ - Episode 337

In this Episode:

- Aleasha discusses her perspective on unconventional sales and marketing methods, emphasizing authenticity and building trust with clients.
- Discover the "black sheep" approach to sales, which advocates for fitting in rather than traditional selling techniques, prioritizing the best interests of clients.
- Explore the power and effectiveness of authenticity in both personal expression and achieving professional success.
- Learn how introverts, with their unique qualities and approaches, can excel in sales despite not conforming to the traditional salesperson stereotype.
- Gain practical strategies for supporting extroverts in effectively conveying their expertise and navigating sales interactions.
- Uncover common misconceptions about sales that can impede desired results.
- Understand the significance of hope-based selling over pain-based approaches in sales strategies.
- Emphasize shifting the focus of sales from highlighting features to showcasing results and effectively communicating the value proposition to attract clients.

Notable Quotes:

“What's gonna get you the most results is being as true to yourself as possible.”

“The only time that sales become a numbers game is when you treat people like numbers and you can feel that difference instead of it being intentional and targeted.”

Pearls of Wisdom:

1. Never compare your behind-the-scenes to someone else's feature film.
2. There is no 'good' or 'bad' or 'right' or 'wrong.' There's only 'effective' and 'ineffective'.
3. Quantity is an excuse for not having quality.

Resources:

Aleasha Bahr is a sales strategist, speaker, best-selling author, and founder of the Black Sheep Sales Method™. Because if it's a fit, it's a fact and there's no selling involved. She has 15 years of experience customizing sales strategies to your personality, audience, and service (because sales is not a one-size-fits-all!) Her methods empower business owners to effortlessly convert up to 80% of their leads without pressure, pitching, or pretending to be someone else. She's sold \$50 million+ in services herself and has helped others sell 17.5M over the last 4 years alone with her proven, personalized approach.

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