

**SALES**

# AMP UP YOUR SALES

## Turn Your Expertise Into Revenue

Your people are brilliant at what they do. So why does selling make them want to hide under their desk? You love your business, but the moment someone asks about pricing, or you have to “pitch” your services, and you freeze up. You’d rather organize your sock drawer than make a follow-up call. Meanwhile, your competition—who might not even be as good as you—is closing deals left and right. Here’s the truth: You’re not bad at sales. You just think sales is about manipulation instead of connection.



### Key takeaways:

- The mindset shift that turns sales conversations from torture into genuine connection with people who actually want what you offer.
- How to make it easy for people to say yes by understanding what they really need and positioning your solution as the obvious choice.
- The specific words and phrases that move deals forward and the ones that kill momentum (most people get this backwards).
- Why price objections aren’t really about price and the one factor that trumps cost every single time.

### Perfect for professionals who:

- Have expertise people need but struggle to communicate their value.
- Feel uncomfortable “selling” and avoid sales conversations.
- Are tired of competing on price instead of value.
- Want to close more deals without feeling pushy or inauthentic.

### You’ll walk away with:

- A proven framework for sales conversations that feels natural and builds genuine rapport.
- Specific techniques for handling objections that turn resistance into buy-in.
- The confidence to charge what you’re worth and communicate your value clearly.