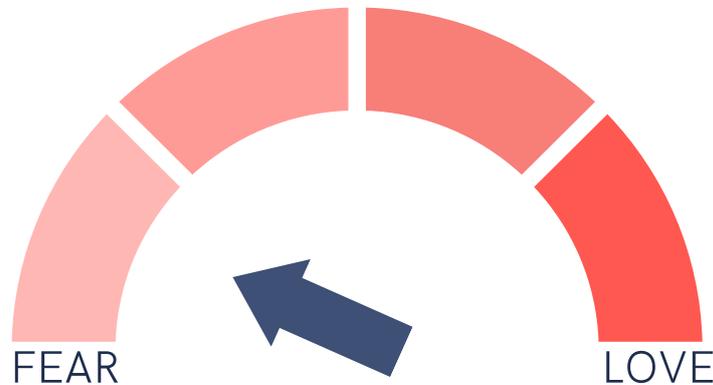


sell from love

OPPORTUNITY REPORT & ACTION PLAN CHECKLIST

Your results are in!



You need more love energy!

It gets better from here - you got this.

Based on your results it's time for more LOVE energy in your sales and marketing activities. To serve more clients, earn more profit and make a positive impact you have three opportunities to focus on:

- 1. Love yourself**
- 2. Love your client**
- 3. Love your offer**

The results in this report will help you quickly uncover what areas are most important for you to focus on so you can sell with more authenticity, create transformations for your clients, and find more meaning, impact, and success in your work and business. Imagine a world in which you sell with confidence, magnetically attract clients, and build a purposeful and financially sustainable business – it's all possible, when you sell from love.

Now let's review and find out where your biggest opportunity lies.

Step 1: Love Yourself

Your opportunity lies in falling in love with yourself

To sell from love you need to be authentic, love who you are, and bring your Brilliant Difference. When you do this, you will bring more **confidence** and **connection** to your conversations. You will clearly communicate the value you bring and the impact it delivers.

It's critical to find the words, not fly-by-the-seat-of-your-pants words, but words you deliberately and thoughtfully craft and love, to declare your Brilliant Difference. Selling is not always easy and comfortable. You will be invited into situations that evoke fear, uncertainty, and doubt. That is to be expected because, when you sell from love, you'll be leaving your comfort zone and **moving into your courage zone**. This will unlock your highest potential and allow you to make a meaningful difference through your work.

With guiding **self-love** and **self-care** principles you will be equipped to bring your Brilliant Difference, move from comfort to courage and sell from love—even amid fear, uncertainty, and doubt.

By loving yourself, selling from love reminds you to let go of scarcity, self-interest, criticism, inaction, and the heaviness that selling from fear brings. Instead, call forth the **openness, authenticity, courage,** and **kindness** that selling from love creates for you, your clients, and the world at large.

Step 2: Love Your Client

Your opportunity lies in falling in love with your client

You need to love your client to sell from love. There are four ways in which you have an opportunity to demonstrate this love so that your client knows you genuinely care, understand, and want to help them.

First, it's through the sell from love skills of **preparation, deep listening, asking open and wonder-filled questions**, and **allowing for silence** and pause in your conversation. It's through these skills you show your true intentions by giving your clients space and an active, interested listening ear as they share their stories and their needs.

Second, you demonstrate this love by moving your attention away from what's in it for you to what's in it for them. By putting yourself in their shoes, using **empathy** to see the world from their eyes, your clients walk away with an inner peace, knowing they were heard and understood.

Third, it's important to reframe what you're selling. It's not about the product, service, or expertise you bring. That's the transaction. Rather, what you're really selling is the **transformation**. It's who your client gets to be, what they get to have, and what they can do because they decided to say yes to working with you.

Finally, the last piece is to **connect** and **communicate** with others in a language they understand best. There are five sell from love languages. We speak all five of these languages. However, we tend to lean toward one or two more often. Your client may be speaking a different language from you and things may be getting lost in translation. You need to communicate, connect, and clearly **articulate your message** in the sell from love language your client prefers most.

Step 3: Love Your Offer

Your opportunity lies in falling in love with your offer

Your offer is what brings you and your client together, it's what brings **purpose** and **meaning** to your work and allows you to experience all the rewards and benefits that come when you sell from love. This is the cherry on top and the reward you receive and get to give when you've done the work of loving yourself and your client.

Love is an integral part of your offer. You need to love it and it's through this love that you'll **attract, engage,** and **build** a relationship with your client. When you love your offer, selling from fear cannot hold you back from sharing it with others, especially when it comes to marketing your offers.

Asking for the business or closing the sale doesn't happen in the same way when you sell from love. Closing the sale is no longer an isolated event you must force yourself to do. It happens **naturally** and **easily** as the next logical step in your client's journey with you.

When selling from love, even though a sale has happened it doesn't mean your work is over. A client saying yes to your offer can mean they like you, but it may not be enough for them to love you. When they love you, they're willing to put their reputation on the line for you by becoming a devoted insider. As in marriage, date nights are still important even after the wedding. Your **investment** in your client relationships will pay you dividends over the long haul.

One of the biggest blocks holding us back from reaching our full potential of happiness, success, and fulfilment is giving ourselves **permission** to receive the benefits of our selling efforts. Selling from love invites you to allow yourself to receive these rewards. Selling from love invites you to receive unconditionally.

Action Plan Checklist

Love Yourself

- Focus on using the unique qualities you bring and your authentic personality to attract and engage with your clients with ease. Learn to love who you already are, appreciate your gifts and use them to make a difference in your work.
- Take steps to craft the ideal words to articulate your Brilliant Difference and value proposition so you can eloquently express your value and impact with clarity and confidence.
- Use self care and self love to step outside your comfort zone with ease and flow to move forward in your business and life. Learn to let go of the self-judgement that derails your best intentions and instead use compassion to achieve your goals.

Love Your Client

- Equip yourself with the tools to facilitate client centric, value add, transformational conversations. Listening, asking questions and being present will help you connect with clients from a place of curiosity, comfort, and sincerity.
- Be sure to communicate the full impact and value your clients receive by identifying the transformation you are facilitating. You will exponentially increase the significance of the product, service, and expertise you deliver.
- Craft a message that is understood and inspires action by offering your solutions, insights and ideas in a language that is clearly heard and appreciated by your clients and those you're seeking to attract and engage.

Love Your Offer

- See yourself offer as an extension of your purpose and a positive contribution to the world. Acquire a deep knowing and belief in your offer that will fuel your client's confidence and eagerness to say yes to working with you.
- Stop the sales funnel from narrowing your voice and offers and instead expand and deepen your client relationships by solving their immediate and emerging needs and focus on developing devoted insiders as they create the most remarkable and loyal relationships.
- Be open and willing to receive all the goodness your selling efforts generate for you. When you claim your true value, you will be rewarded for the real worth you deserve.

Want to Learn More?

Check out the Sell From Love Podcast



- Are you an expert in your field but you lack confidence to make a bold move?
- Are you struggling to get paid what you're worth?
- Are you searching for clients that align with your values?

Then this podcast is for you.

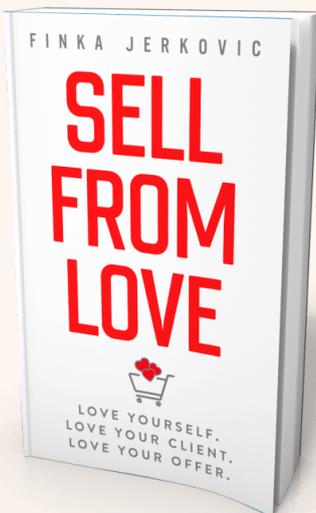
In each episode, Sales Expert and Coach Finka will teach you how to earn more PROFIT, reach more CLIENTS and make a bigger IMPACT without compromising your value.

The **SELL FROM LOVE** three-step approach to shifting from transaction to transformational selling.

Follow us every Tuesday to SELL FROM LOVE.

Learn more [here](#) or check us out on your favorite podcast player.

Buy the Sell From Love Book



The Sell From Love book will help you secure clients without compromising who you are, what you're selling or who you're selling to. You will learn how to love yourself, love your client, and love your offer, so you can earn more money, expand your reach, and make a bigger impact. You'll do all of this with an abundance of integrity, courage, and love.

Click [here](#) to buy the Sell From Love Book.

About Finka



Finka Jerkovic is the founder and CEO of FINKA Communications Inc. a sales and leadership development company.

With 25 years sales experience in the financial world, a best-selling author, podcaster, and coach, Finka is a leader in shifting the sales mindset. Finka is on a mission to services based professionals, sales teams and leaders how to Sell from Love and shift from transactional to transformational selling, so they can retain and grow business, deepen client relationships, and darn it - sell more stuff.

Her book Sell From Love: Love Yourself, Love your Client, Love your Offer, hit the Best Seller List and was listed as a Hot New Release. She continues to challenge status quo selling, in her upcoming book, Transformational Selling: A Step-by-Step Playbook for Financial Professionals who want to earn more profit, reach more clients, and make a bigger impact (September 2022).

Finka believes, that it is time to transform the way your company sells, without compromising your purpose, people, or profit.

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