



“Transforming Selling into Serving” is a Vibrational Call to all who want to improve their lives and business in 2010.

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The Eyes of Love

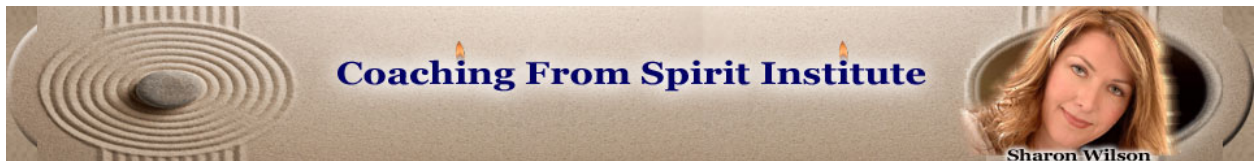


I was in a sales situation, sitting across from a prospective customer, and all of the sudden I looked up from taking my notes, looked at this person – and I just saw this person in a new way. It was like there was a light in his eyes – *his eyes seemed to be lit from within!*

It was an odd thing. It was like he had stardust in his eyes. I thought, “That was so odd.” I felt something different happening inside of me.

At that time, I wore contacts. I had also just started the process of journaling. I wasn’t scripting my day yet (a process that I now teach). I hadn’t evolved into that. I was just beginning to connect.

It may have started with some journaling book I read. I know it was more intellectual journaling. It wasn’t yet connecting with inner guidance in a real, tangible way. It was sort of a backdoor approach.



When I go back to those journal entries now, I can see they were very much guided and actually coming from a place of spirit and connecting with my inner guidance, even though I didn't know anything about those ideas at the time.

But I remember – and I can remember this very clearly – something changed that day in that man's office.

As I was in this sales experience, I started to feel as if I had moved over to the other side of the desk with this man who had the stardust in his eyes. I didn't move physically – I was still sitting in my chair – but my point of awareness had shifted.

Something shifted for me where I wasn't trying to sell this man.

I was no longer trying to overcome my prospect's objection.

I just wanted to hear him, and I really wanted to feel what it was like to be him.

Then there was that stardust thing in his eyes that really had me surprised! I felt a bit unsettled – I couldn't explain what was happening to me.

So I went home and I remember thinking how odd that whole experience was, and a thought popped into my head, *"Why not write about it in your journal?"*

It was just like someone was talking to me in my head – as clearly as if I heard someone speaking to me. So I wrote in my journal, *"What's this all about?"*

And something happened for me that day. That was one of the first experiences that I ever got where I got what I call a "transmission" back – and my hand started writing.

For me, a transmission is when it seems as if your pen or your hand is writing on its own with no intellectual connection.

My hand wrote:

"Every day, when you put your contacts in, put them in and look through the eyes of love at your prospects.

"Put yourself in their shoes. Feel their feelings. Feel what it feels like to get inside of their heart and inside of them and then detach from the outcome and allow the highest good to happen in that situation."

I wrote down those words or words to that effect. These were not words that I would typically write. It was very interesting, to say the least!

I thought, *“OK, all right, I’ll do it.”*

So, the next morning, I put my contacts in and I imagined seeing the word “love” in my contacts.

I put them on and I opened my eyes, and something felt different about my eyes.

Again, I had that feeling like I had the day before. It was like I was looking through something or someone else.



All day long that day, I had this powerful experience where I was truly, deeply feeling what was happening with the other person – the one I was “selling” to.

I began to ask them more heartfelt questions. I found out more about their problems and why it was a problem and how did that make them feel.

It wasn’t just intellectual words or questions. I was really open with my heart, and **by the end of that month, I had surpassed my sales goal for the year!**

My boss came to me then and said, *“What are you doing? We’re getting these calls about you from new clients singing your praises. They love you! Your sales are off the charts. How did you do this?”*

I said, *“I don’t think you’d believe me if I told you how I’m doing this. I’m looking through the eyes of love.”*

Well, you can imagine how my boss responded when I told him that! It was kind of along the lines of, *“Um, did you join a cult??”*



I sat down and told him, “No, I didn’t join a cult! But I have discovered this whole new idea about sales! And it’s really about making a connection.

“It’s a new approach that has to happen on the inside.”

I started telling him about my experience, and he was very intrigued.

He said, *“What if I gave you a group of people and you just tried the theory out? We have another division that’s doing really poorly. I’d like to fly you out there, and I’m going to give you carte blanche to do whatever you want with those people.”*

I just kept thinking, *“What am I going to do? Can this really work for others?”*

And I heard back from that now familiar voice in my head, *“You’ll do what you’ve been doing. You’ll teach them this.”*

I’m still thinking, *“You have got to be kidding me. I’m going to tell these people to put eyes of love on the morning? And I’m going to tell them to line up their energy in preparation for a sales conversation?”*

I was petrified! There was nothing like this going on then in corporations, period. My company certainly wasn’t known for this type of behavior or thinking!

I believe now that this was my first personal test. I had to decide, *“Are you going to stand for this? Are you going to be a leader for this?”* ...That same gentle voice was asking me to respond.

I communicated back, *“I don’t even know what I am being a leader about”*. Looking back, all I knew was that I was deepening a connection. I knew I was feeling like I wasn’t alone. I knew things were changing very rapidly in my life – AND I knew that this worked.

The completion of the story is that I went to this division, and within a couple of months we were 300% over quota.

And then I went to another division, and we were 600% over quota.



And then the CEO called me personally and said, *"We've got a position for you and you name your price."* It was like, *"We don't know what she's doing but whatever she's doing, give us some more of that!"*

I went into the CEO's office to negotiate for this position. I said to him, *"You know there's just one thing. You can't just have all of the sales people buy into this. (Yep – that inner voice was telling me what to say – it was speaking through me now!)"*

And the words just spilled out of my mouth..."Top management has to buy into this or I just can't possibly effect the change that really needs to happen within this whole organization."

He told me that he would give me every possible resource. I could name my price. He literally laid all kinds of things before me, **but he couldn't give me that one thing.**

I ended up turning it down and went with another company that was more aligned with my own personal values.

I started to see how powerful this information I was given was. I really could have just named any price in that company at that point!

I was like a golden-haired child. They just wanted whatever I had - my "magic".

It was really just helping those sales people to be connected to their source. They all wanted something new. I knew that better than anyone!

I had been in the same place, struggling with my quotas, struggling with rejection, struggling with my fears, and struggling to get people to buy.

There is so much worry and fear that comes with that.

- *Will I make my quota?*
- *Will I get my commission?*
- *Will I be able to pay my bills?*

I have been there done that on straight commission jobs. I totally understand that.



When I went in and talked to those sales people that I was training, I had to say, *“Listen, I am here to give you freedom, but you’re just going to have to buy into everything I say.*

You’re going to have to do it even if you don’t believe me. You’re going to just have to do it.”

Well, they did it, and it worked!

I started to really understand that I was being given a process that would help many people, and this entire book you are reading is very much what evolved from then.

A Coaching-Oriented Approach

It was all about having what I now call a coaching oriented approach to selling. I didn’t know those words back then. I talked about it being more of a co-creative kind of approach.

It was a “Getting on the other side of the table” approach. **It was a complete shift in the way I saw doing sales** – and it brought me more success and more enjoyment in my work then I ever dreamed possible.



I later received more information – “transmissions” – that were given to me through this journaling process with my Inner Guidance. I have to tell you that back then, I didn’t understand what was happening.



Now I understand it. **It was actually a triumvirate situation happening, where it wasn't just me and that other person.** It was a triumvirate that also included the Highest Guidance of what wanted to be served in that experience.

That didn't always necessarily mean that it was a sale for me, and I needed to understand that that was OK.

This was how it all started for me. I started to do this journaling and I was getting these "transmissions" of what eventually evolved into not only my transforming selling to serving process, but all of my programs as well.

It all came through what I call these "divine prescriptions" that I got. I'd get these prescriptions, and I'd go try them, and they'd work!

Then other people started showing up and I started giving them the prescriptions and they would work for them too!

It's many years later now, and that's the short story of a long journey of how I've come to be in the place of teaching others these processes.

I want you to understand, a lot of the things you're going to be learning about this Transforming Selling Into Serving process didn't come from my head. They came from a higher guidance.

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