



## The Five Loves of Selling

### **1. Love the impact.**

Be aware of the impact of every sale you make. Are you helping your client be better off? And how does that impact go beyond just that first customer? Think of it as a ripple from a stone - how far-reaching are the effects of that sale in the life of the client, the people they interact with, and even the world they move in?

### **2. Love the client.**

This is best measured by how well you know and understand your customer. It's about empathy and connection, and having a curiosity about the people you set out to serve. The more specific you can become in your understanding of your clients, the better you'll be able to solve their problem, and the better your copy will be. You'll be speaking to them as if you know them better than they know themselves.

### **3. Love the product.**

You can generally tell if a company is building a product they love. It's in the way they speak about it, the way they offer it, the way they present it. So put something together that you're proud of. Inject love into the design and creation of your product, so that you know you're delivering something awesome.

### **4. Love the process.**

When you've got the first three loves down, consider your sales process. How do you reach the most people, fast? Is your website, your marketing, your communication, your checkout optimized for maximum conversion? The more people who buy your product, the more lives you've improved.

### **5. Love yourself.**

If you're aiming for the good of your customer, if you know you're selling a great product that they'll be better off for buying, and that will impact their life in a positive way, and if you've engineered the sales process to help the most people and give them the best experience possible, you can sleep well at night.

Discover more about how you can sell with love - [sellingwithlove.com](https://sellingwithlove.com)