

THE
UNSTOPPABLE
woman[™]
WITH AMIRA ALVAREZ



5 Steps to Rewire Your Mind
for High-Integrity Sales
Mindset Mastery Cheat Sheet
with Amira Alvarez

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Mindset Mastery Cheat Sheet

1

“The god In me bows to the god in you.”

First, understand the concept of “The god In me bows to the god in you.”

This is the Namaste of Sales. Understanding that you serve other people’s higher purpose through sales, because you’re helping them step into the work they’re here to do, the life they’re here to live, and the relationships they desire to create. You’re helping them step into their own “more life” directive.

The Law of More Life states that everything in the Universe is always expanding. We all have spiritual DNA we’re born with, and we either block it out of fear, practicality, or based on internal and external expectations... our conditioning... or we do what we need to do to let it grow.

Saying yes to yourself, investing in yourself, going toward what you really want, not being stopped by fears and conditioning, that’s a requirement for living out your More Life directive. Otherwise, you are stopping yourself and your prospective clients will be stopping themselves as well.

To shift your mindset around sales you have to understand that sales is something you do FOR someone, not TO them. Understanding that sales is a service makes all the difference in how you show up. This is how you help them live out their more life directive, how their spiritual DNA grows... until they say yes to getting the help they need to take their next step, they are not growing, they are not expanding. In fact, you’re either growing or your dying, so this is really a life or death conversation you’re having with someone. What you offer is that important.

2

Plug into purpose.

Next, understand that your purpose and making money are inextricably linked. Your purpose is the Spiritual DNA you were born with, what you were

given, it's a part of you. Everyone has one. It may be just a seed of a purpose, barely recognizable, because you haven't yet pursued it and allowed it to flourish. I suggest you start saying yes to it now, immediately, and start letting it grow. Or it may be very clear and large for you right now.

In order for you to live out your purpose, you need money. You need money beyond simply meeting your survival requirements—you need money to do and be and have the things that are required for your purpose to grow and do its work in the world. If you don't learn how to make money, and here we're talking about how to easily make sales, whenever you want it or need it for your purpose to flourish, you are limiting and interfering with the more life directive of your purpose.

You have to know your purpose... your "More Life" directive and your divine desires, or at least believe that it exists and is trying to express itself through you... both before and during your sales conversations. You have to be plugged into that bigger desire, your vision, and the reasons behind why you want to grow your business. This guides you forward with more ease, allows you to show up and serve through sales more effectively, and keeps you out of the loop of limiting beliefs around sales being "icky" or bad.

Do you know what your purpose is? Why you're so passionate to do the work you want to do? If you're not certain... know that your purpose is revealed to you as you take action. You have to start with the desire that's in front of you now, which might simply be making more money, and then lean into that desire by taking action. Having sales calls. Doing your marketing. Getting out and networking. The more you move forward, the more quickly your purpose is revealed to you.



Come From Understanding: Ask and listen, then share the value.

The next step to rewiring your mind for high integrity sales is... you have to really understand what your potential client wants in order to know whether or not you can help them get there. Most people start out by "throwing up" all over their potential client or customer, telling them what they can do for them before they really know what the heck it is they even want. Stop that. Not everyone is a client.

If you're really taking a position that sales is something you're doing FOR someone, not TO them, you've got to listen to them and really understand. Otherwise you'll just be talking at them. There's no real connection. It won't really be for them, it's all about you and for you. Me, me, me. This is a real

problem. It's not that you don't want to tell someone what you can do for them. You do. But if you get the order of events wrong, even if you can totally help them, you're going to lose the sale and you're going to feel pushy.

So ask questions and listen. Listen a lot. Find out what they really want. There's a lot to this. Don't skip this step. When you find out what they want, can you help them with that? This is where you need to really drop into your value and understand how you truly help in the world and unabashedly claim that. Yes, that's a match.

For you, you're reading this, so you must want something? What is that? Write that down. It's usually something like being able to do what you really love for a living—your purpose and your passion—and getting paid well for it so that money isn't an issue and you can have peace of mind and the freedom to do what you want.

It might be even more specific... or you want to make \$100k or \$700k or \$1 million dollars... you want to double or triple your income... or you might even more specific and say "I want to learn sales... but I don't want to feel sleazy or pushy or manipulative about it." Whatever it is, you want to clarify this for yourself. It's important. Make sure you know what that is for yourself. You need to be able to do this for yourself in order to help your potential client get clarity on what they want to.



Lead to succeed.

The fourth step to rewiring your mind for high integrity sales, is moving from wanting to be liked to wanting to lead. This is an important distinction. Yes, you want to connect with your potential client, but you want to do this from a place of service... This means that if you're truly going to serve you need to lead and not get sucked into wanting to be liked, accepted, or approved of.

The problem that I see is business owners, in an attempt to make themselves feel comfortable, start chit-chatting at the beginning of a conversation. There's a misguided conception that rapport comes from talking about the weather, but this is just a distraction from the discomfort you feel leading and taking a stand for your clients. And this can snowball to the point where you don't really have control of the conversation and it's going all over the place. This doesn't serve you or your client. You need to control the frame.

So instead of trying to fit in, be liked, be their friend... you serve your clients

best by framing what's going to happen in the conversation and leading them clearly down a path that serves their highest good.

When you take the lead and roadmap the experience for them, the other person can settle in and isn't getting distracted by their own thoughts and nerves about what is going to happen. They can focus on the conversation and the questions you are asking them, which will benefit them so much whether they become a client or not.

While this conversation can be friendly, it's not about being friends. You're creating a different kind of relationship from the start. Showing up as a leader and an expert. People buy from experts, people they trust to solve their problems... not the person who talks about the weather.

Beyond just setting the tone that you're the expert who can solve their problem, when you prioritize leading over being liked, you step out of a place of fearing rejection and step into a place where you can take a powerful stand for the truth for your client in this conversation. See, if you're worried about being rejected, you won't ask the hard questions, you will shy away from holding a strong stance for your client's next level growth, because you'll be worried about offending them and not being liked and being rejected. This pattern is the biggest way you do a disservice to your client. See... this is not just about you and getting what you want. It's whether you're being of service or of disservice to your client.. If you resist showing up as the leader and you shrink because you're afraid of rejection... you're also in one of the biggest lies... the lie is that it's not safe to be you. That's a big one for another time. For now, know that when you shrink and believe that the rejection will hurt you, you are actually cutting yourself off from Source and supply.



There's always enough money—if it's connected to a desire.

Our 5th mindset for high integrity sales, is knowing, IN YOUR BONES, that there's always enough money, if it's connected to a desire. If you, or your client, really wants something, the money is there for it. This is so important to understand in a sales conversation, but also in your business and life in general. If the desire is felt, the money is ready to appear. See, money comes from Spirit/Source/The Universe/Infinite Supply, through people, through sales. It comes from the non-form into form through the action or cause which is sales.

The Law of Polarity states that everything in the Universe is created as a whole, there are no halves... the idea of halves or fractions is a human

construct. Everything has two sides or poles that exist concurrently. Wealth/Poverty, Happy/Sad, Easy/Hard, Up/down. These poles are two sides of the same thing and are equal and opposite. Both must exist in the same space and time as there are no halves in the Universe. You can't just have one side of a thing. Therefore whatever you're experiencing the corresponding opposite is here and it's here now.

So if you have desire for something, it's here now, your desire is one half of the whole... the other half is in supply, waiting to come into form. The two poles in this case are the non-form and form version of the thing that you desire. The money, the clients, the life you want, the car, the trip you want to take, if you feel a true desire for something, it already exists... it just exists in a non-form state.

Your job then is to understand this Law so completely, that your focus is then on doing the work, putting the causes into action, that move the desire from non-form into form. In the case of the income that you desire, the cause is sales.

Understanding the truth of this pulls you out of doubt and into action. You're no longer wondering if it can happen, if it's possible, if the money exists... you know that the money you want is here now and you sell from that place of knowing. This is a very confident place.