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Aurora Winter:

I'm so excited to have you here as well. So do you want to tell people what your outcome is?

Marc Von Musser:

Sure. Yes, absolutely. I've been thinking a lot about this and as you'll find out I absolutely have a lot of passion and love for this industry which I believe has been done wrong.

So by the end of the call the first promise is that you will have an entirely new belief and power as it relates to you and selling and how those two interact. You're going to have the unique advantage in your industry because I would wager - and when we were done you'll probably agree - then I would weight for 95% of the people are doing it wrong and it can be improve.

So you're also going to be able to use these strategies and this approach to serve more clients at a much higher level. And the side effect is you're going to have more fulfillment, more fun and you will get more sales.

So those are the two promises. I also will throw out there as well that this will be different than anything you've been taught or heard. And it's going to resonate with you because I'm here to just basically let you know that inner voice that you've had about why you've been resistant to sales was probably there for a good reason and there is a better way to do it. So that's what we're going to cover today.

Aurora Winter:

That sounds really phenomenal. Thanks so much for taking the time in your busy schedule to be of service. And you know one of the things that stand out to me when I first met Marc is that while he is on fire and unstoppable, he also really shows up with his heart of service, his heart of contribution and that is so unique in the world at large. And so I really wanted to have him share his insights with my community, with our collective community.

Can you give them a little bit of a background on your history, your bio as a sales professional?

Marc Von Musser:

Sure, absolutely. While most people were out, you know, going and partying and growing up and doing what most people do, I was just always been intrigued by sales. I have a high economic value but not so much for money but so that I could make as much money at a least amount of time. And I was blessed with a couple of key influenced person in my life and key points which steered me on a path where I still love to go today and anybody that's ever been in my library laughs because it's the only thing I read. It's about human behaviors, human dynamic sales approaches you know that's for the last 30 years that's what I've been doing.

And I actually started selling when I was probably about 10. And I got a paper route. I was so excited because I got a paper route back then. You had to get your own clients. So as a little 10 year old boy, I wanted to do it, so, that I can get a bike. And all the kids who have paper routes and there's only a handful, they had the best bikes. So I remember I didn't think it quite

through, I happened to get the paper route that had to be done everyday before school while they were all getting that after school which was so much easier around. Needless to say, I started going door to door when I was about 10. And I'll go door to door and asked if anybody wanted to do that.

Then that lead to candy sales so then I started selling candy for fund raisers going door to door. That continued and I realized by the time I got to college that I could make a lot more money by selling than I could working a regular job where everybody got paid the same per hour.

So the next thing you know I was selling hot water blankets and in the first day I sold this entire inventory going door to door.

Aurora Winter:

Wow!

Marc Von Musser:

And I did—yes, I didn't realized, that people were going to say no and I just figured out why would you not want it? I had a really effective pitch, paid for itself, a no brainer, but I didn't know that no one else on his team he had about 10 other sales people that were not selling anything.

And that led me to believe and look at why didn't everybody do this? I mean to me it was a no brainer and as over the next 30 years I started to noticed trends. And sure enough when I had like \$2,000-\$3,000 at that time, I'd spend it, go to a seminar and I'd buy a book. I would go and test it. Long story short, over the last 30 years, I've made over 500,000 sales calls. I've door knocked over 10, 000 doors and I've sat with over 10,000 people.

So when you do anything that many times and you also match it with a compulsion to understand, "How do I do it better?", "How could I serve at a higher level?", "Why did they say yes?", "Why did they say no?", "What could have been done differently?" And I was more intrigued by the process and helping them than I was actually to commissions. And so that's what started me and it became an obsession many years ago. And very soon I started realizing once I get my number I would spend the rest of the day or the rest of the week or the rest of the month teaching other people how to pay their bills.

Aurora Winter:

Uh-huh.

Marc Von Musser:

So that's really I've done.

Aurora Winter:

Well, so that is a lot of experience. A lot of experience, half a million sales calls and you've gone door to door with 10,000 incidents knocking on the doors and all these presentation. So you have such advance of expertise. And as you know Marc and as many people in my community know, I'm such a big fan of the book 'The Talent Code' by Daniel Coyle which talks all about

building skill through experience, through deep practice. So what you've just shared is you showed up that intention for excellence with that deep practice of mind from this why did it worked, why it didn't work or it seems like a 100% of the time really wasn't working for other. And so you have so much mile and so much experience, so much expertise in this area of selling, and you know what I love about you is the outcome many decades later is not somebody who's manipulative. He's really somebody who's got that heart of service and also effective at sales.

And I love to share this content especially with heart-centered entrepreneurs who aren't in my community primarily heart-centered entrepreneurs who really want to contribute to the world and want to change the world for the better, some of them maybe want to start movements. They really have that heart of service and oftentimes they just don't show up with effective sales because they have a story going in their mind, you know, that it's not an integrity whatever what I love about what you share is that both integrity and effective.

So if you tune in a couple minutes late here in the right place for selling versus serving the right approach and that right approach transforms prospects into clients, clients into raving sense and objections into connection. And I'm your host Aurora Winter. I'm a serial entrepreneur. I've launched two 7-figures of businesses. I'm a founder of the Grief Coach Academy. And I'm also the founder of the Marketing Fastrack System which is dedicated to helping conscious entrepreneurs, people who want to contribute to the world, how can they get on radio, how can they get on TV, how can I get their the message out there effectively. And of course, sales, is a part of anything whether you're a solo entrepreneur working as a practice coach or whether you're changing the world reaching hundreds of thousands of people for this content for everyone. And my guest today is Marc Von Musser, in case you tune in a couple minutes late. And he has such a depth of expertise in sales. So thanks again for being on the call.

So when you were taking a deeper look at what works, what doesn't work, what stands out to you? How did you discern that this part of service was a key?

Marc Von Musser:

Alright, it's a great question. And part of what for me came was that I kept noticing that to me, it was in the first and foremost thing is that are you, as I looked at, are you selling something that you truly believe in? And one of the first trends if you will but I noticed that people were taking sales job but they didn't either use the products, they didn't believed it. And that right there is causing you a huge conflict. And so part of it for me, was I also learned that I would only, you know perfect example when I sold the newspaper. And they gave me a 5 page pitch which was ridiculous. It was about all these different authors, all these different articles, all these stuffs and I thought why do I buy the newspaper? And I said well I was no brainer. I spend a dollar a week and I get a \$150 with coupons for stuff I'm buying at the store anyway. I get two from one restaurant coupons on Thursdays and on average I tracked it for a month and I save over 150 bucks because if you took of the average they were doubled.

So I went in there and the store that I went I got in a car accident. I wasn't able to sell real estate while I had my leg in a cast. And my car was getting fixed, I mean that was just one of those things and so I saw I sold the newspapers. And they have this real high bonus plan but I got there and they said nobody ever hit it. That was just kind of a lost reader to get people on the phones. The leads were phonebook. In a crappy little place with coffee stains—

Aurora Winter:

It sounds very qualified lead...a phonebook.

Marc Von Musser:

Yes, the qualified lead was the phonebook.

Aurora Winter:

Right!

Marc Von Musser:

And this was so powerful they gave me a 5 page pitch and I learned on the first page that that's always scheduled to be close in two months because it was the least most performing store that they had out of their five of their stores. And so everybody there was frustrated. They were reading the crappy script they gave them which was all that used car crap that they teach you when people think of selling.

So I created a very simple script which was essentially something like this, 'Yes, hi Aurora. This is Marc.' because I had your name on the phonebook. I said, 'This is Marc with the Daily News. And the reason for the call, we wanted to invited you to participate in a pilot project where for a dollar a week, we'll send you a \$150 worth of money saving coupons per week and two for one restaurant coupons on Thursdays and all we ask is that you'd let us know how much money you save. And at the end of the average family that participates saves \$150 a months. It's a buck a week. Would you like to do it?' And everybody is going to buy it.

Aurora Winter:

How can you say no to that?

Marc Von Musser:

Exactly! Well, if you didn't, I'll talk to you about why because there's a lesson there.

So part of what it was and my pitch was actually pretty much that, so, literally if I got somebody on the phone 9 times out of 10, I would get a sale and I hit the highest level bonus out of all of the stores in the first week.

I was also put on probation by the manager because I was not following the approved script. And I said, 'Look the script is crap. I get paid on commission. I'm going to do it my way.'

So very quickly, the entire room was asking me to train them and show them how I did it. Within one additional week after that, we were the highest producing store in the entire company because we were serving everybody with something that was true. It improved their

life and it was simply executed. And then I noticed, I started getting intrigued and then all of a sudden I had it converted to Spanish because I wasn't getting Spanish but my pitch was so easy. I had it converted to Spanish and then I got Spanish speakers.

Then I realized I wasn't getting the senior citizens and so why, this is a good tip, you might want to drop this down. When I was not getting the senior citizens rather than hang out, rather than treating with disrespect, rather than make them wrong which is what most salespeople will do if they don't get a sale, I asked them. And I'd say, 'Aurora, why did you not want the newspaper? This is a great for you. I hope you could get a lot more money.' And I remember this one beautiful lady and she said, 'Well, you know that's true. But at my age, it's such a hassle because they stack up and then it's so hard to get them out to the curve and if there's some way.' And I said 'Oh, Interesting. So I also know very much like you do Aurora..' I thought out of a box and 'I knew Boy's Scout troupes in the neighborhood, we're looking for donations for newspapers because I recycle them.' So I got connected. I got a list. I found out who they were. I got some points of contact. So then I would add on any senior citizen I said, 'And if you'd like we'll even pick them up for free once a week, so, you don't have to worry about stacking them and collecting them.' Then I got them too.

Aurora Winter:

Wow!

Marc Von Musser:

So that was a simple way—

Aurora Winter:

That's really thinking other side of the box and having that neutral curiosity and being interested in why they were saying no instead of going talk to these and get it, and said you thought how can I get it? Pardon me?

Marc Von Musser:

Yes, because normally the salesperson and this is one of the reason why people don't like salespeople. Everything's great right up until you say no. How many of you guys on the call had that had people that were rude to you when you say no?

Aurora Winter:

Uh-huh. .

Marc Von Musser:

And when you have that pattern and tradition to sales at times you just start feeling that way about everybody. And so the sales process and so it's a huge opportunity if you get passed that.

The other thing there's a core underneath all of it too Aurora, which was I really believed that for a dollar a week this is a no brainer. I didn't really care--

Aurora Winter:

Uh-huh. And you really got clear on the benefit and you were very clear and precise and laid there with the benefits and you didn't bury them with all of the benefits as reading all the

various articles but a simple, clear, clean to the point and we'll even have the paper picked up for you. So very cool!

Marc Von Musser:

Correct!

Aurora Winter:

So how do you think that selling has paradigm has really changed?

Marc Von Musser:

Great question! It is absolutely changed. And there are three key facts that you're going to want to be aware of because if you'll continue to do it the old way, you will meet with resistance and then you will continue to feel uncomfortable.

So the first way, that it is change is the buyer has changed. Most of the sales strategies that are out there are rehash and variations of the old insurance sales program or car sales trainings that were done in the 50's and the 60's. Those are modified in the second way of the sales training which came in the 70's in the old Zig Ziglar days, but, in reality what they were doing was giving you something to say even it goes not very effective.

The number one realtor, a trainer in the world back in those days had several best selling systems. He was a hands down number one sales trainer in the country. And I also learned that his stuff he never actually used. What separated those—

Aurora Winter:

Oh boy!

Marc Von Musser:

Yes, he door knocked 363 days a year when no one else door knocked. So he was getting sales from activity not from scripting. And so but most people wouldn't do that so the marketing department said, 'Hey, let's put together some used cars strap. They pulled from the insurance. So those strategies and those old used car sales had been revindicated so many times, the buyers knows how to get them. It's like a parasite dealing with antibiotics. Antibiotics are the most effective because they change shape and they learned how to defeat them. So the buyers had changed. Nobody wants to be sold and everybody has a need or wants to buy. But you have to have enough to ---

Aurora Winter:

I would like to cry.

Marc Von Musser:

Yes, but you need to also realize that your solution might not be the best for that. And you have to be okay with that because what I have found is that when I truly know my business, I truly know the gifts that I am giving about 8 or 9 out of 10 of the people will always want to buy. Compare that to 1 or 2 with the other used car presentation. So the buyer—

Aurora Winter:

Well, I'm sorry your analogy about the parasite. I mean, not what the old ways of selling products it was kind of predatory or was kind of like a parasite.

Marc Von Musser:

That's correct.

Aurora Winter:

And very manipulative and even though it seems to work from time to time, in fact, that's not the best way to increase sales as you are a living proof of.

Marc Von Musser:

Right!

Aurora Winter:

It's about relationship. It's about integrity. It's about 100% believing in what you're selling. It's about making it easy, solving problems and picking up the newspaper then I think you're right, the buyers are hipped through car sales processes.

Marc Von Musser:

The second part too I'll add is that buyer now has all tools. The buyer today has more power in the palm of his hands than the president had 15 years ago. You can go ahead and with that cell phone he can Google your name, your product, he can read the help, he can do a Google search and find out what you've been telling them what the feedback is on you, he will know how effective you are.

So it's different buyer and technology is now supporting the shift that I'm going to be talking about today. And also when those shift this is also where the new opportunity is for everybody on this call.

The new opportunity is where you come out at it. I'll give you another example on Timeshare. Now, I bought a Timeshare and I loved it but I hate it the way I was sold.

Aurora Winter:

Uh-huh.

Marc Von Musser:

I bought inspite of the presentation not because of it. I mean they did the whole every used car presentation, they came, they did a closure, they did the whole thing, they drag it out, they didn't listen, they were rude, I still bought. And then in between I came back and I said, 'You know what? I'm going to sell this but I'm going to sell it I would want somebody to treat me.'

So I went in and with a group of that transcend had an average of 10 years in the industry, all I knew about the Timeshare is I own one. And I loved it because and again I redid it and I started

thinking about a kick me up the door. I started taking vacations with my family. And that's what I would work with.

So when I sat with people and I would asked them questions, and I got very clear that 'Hey, this is not going to be the used car presentation, you're used to.' And what I noticed was they had no defense for the approach that I was doing because I was aligning with them. I was not trying to sell them. I was trying to serve them. I was trying to find out their questions how I could help their families to be better and take more vacations together and create magic moments.

And so that was my process. And I would be very brutally honest with them about the pros and cons. And what was amazing was within one year I was the number one sales team person in that company even though I was brand new and even though it was what they call the tourist and the clients will pass out randomly unless you are one of the top dogs in which case they give you the best ones which I still never did but I became the top person.

The only reason I point that out was the buyer knows how to resist. And let me ask you Aurora, when you don't want to buy something and you walk into a store, do you know what to say if they say how could I help you? Do you want try that off? What do you say if you don't want to buy?

Aurora Winter:

I'm just looking.

Marc Von Musser:

Exactly! That is a condition response that you use. What if they push and say, 'Well, I'd really love you to try it on. Do you accept that or would you push that--?

Aurora Winter:

I will go to another store. Yes, the harder they try, the more defensive I have, the more push back I have. Where there's a person it just connects with me. I love people. So then I tend to--

Marc Von Musser:

Correct.

Aurora Winter:

...to say, 'Oh, how was your day going?' and you know gets a little conversation.

Marc Von Musser:

Correct!

Aurora Winter:

Yes, [cross talk 19:21]

Marc Von Musser:

And so that's the time I'm looking for alignment.

Aurora Winter:

Uh-huh.

Marc Von Musser:

Have you ever had somebody that was nice up until you said no?

Aurora Winter:

Yes!

Marc Von Musser:

And how that does feel?

Aurora Winter:

And then, I'll leave with a bad taste in my mouth. I mean if they were nice including the no, I might go back or I might tell a friend.

Marc Von Musser:

Correct.

Aurora Winter: It might just have been not the right timing for me or not the right, fill in the blank but there still be a relationship. There'll be deposit in our relationship at first but when people...

Marc Von Musser:

Correct.

Aurora Winter:

...gets surly, when you say no, it's like the account is overdrawn especially if you just met this person.

Marc Von Musser:

Yes, and the deal was done right there. There's no sale going to happen. There's a bad taste and that energy I'm here to tell you will affect the next person and the next person that walks in. So there is an energetic penalty when people do this. They just don't know it. And I've seen that to be true. But there's a couple of things to I would say clarifying questions I should throw up there for everybody so they get much value. Are you up for that?

Aurora Winter:

Uh-huh.

Marc Von Musser:

First and foremost everybody on the call and this is really important why are you on the call? If Aurora included Trista, everybody, Bryce, so, that every one of us has our own goals and our own outcomes, for this to be a truly successful call for everybody, I want you to write down on a notepad right now, what you want from this call. First and foremost including Aurora, I also

honor every one of you for sharing the most valuable training that you have with me. What is that?

Aurora Winter:

Time!

Marc Von Musser:

Exactly! And I will more than deliver and I will more than give you guys, value because to me that's the one thing you can never get back. Second will be health.

So it is really important that you clarify every person Melissa, Lola, Mike, David, Terry, all of you guys, Steve, write down what you want from this that will help give yourself conscious mind and your mind a target, so, that's going to help make sure you understand the concepts at a higher level. That's the first part.

The second question I have for every one of you is, why do you want to sell more?

Aurora Winter:

Uh-huh.

Marc Von Musser:

And what is the solution is different than you expected? Would you be open to a new way to do it? That's a yes or no.

Aurora Winter:

Yes.

Marc Von Musser:

Because if you're not selling a lot—

Aurora Winter:

Yes!

Marc Von Musser:

There you go! If you're not selling a lot I would weight to a guess that you have some core line beliefs about sales that it's dirty, it's less than you. I don't know many kids when I go talk at schools or support kids when I asked them what they want to do, I don't think I've ever one of them say I want to be a salesman.

Aurora Winter:

Uh-huh

Marc Von Musser:

What do kids want to be? I want to be a doctor. I want to be an attorney. I want to be—not that I want to be a politician anymore--I want to be astronaut, a professional athlete. They don't want to be a salesperson. So this negative association is so ingrained that it's within all of us and if you don't shift your belief about it--

Aurora Winter:

Yes.

Marc Von Musser:

Go ahead.

Aurora Winter:

Yes, it is so ingrained in our society but I want you to finish your sentence if you don't shift our beliefs about it.

Marc Von Musser:

Yes.

Aurora Winter:

Yes?

Marc Von Musser:

If they don't shift their belief about it, everything I'm going to do is still going to be a lipstick on a pig. And we're going to need to go ahead. Yes. We need to teach you and get you guys to accept the higher paradigm. And just to give you an idea how effective this is when we came here, when I came here about three years ago, I'm the director coach at Tony Robbins, we apply this principle to stop selling entirely. And I said serve them in a higher level. Our product sales and the tools that we truly believe in, in three years have gone up 890%.

Aurora Winter:

Wow!

Marc Von Musser:

Now that's already the number one paid performance company in the world.

Aurora Winter:

That's phenomenal.

Marc Von Musser:

Balancing your business right now, whatever you sell and whatever you're doing, imagine if you had 890% growth in the next three years, who's up for that?

Aurora Winter:

I think everybody is up for that. Yes, absolutely!

Marc Von Musser:

And so I want you guys to realize the stuff I'm talking about is very powerful. The same depth of push back to old fails is the exact correlation to opportunity for people that are going to do it the way I'm talking about.

Aurora Winter:

We love that you're on the phone.

Marc Von Musser:

And that's by serving –

Aurora Winter:

Exactly! So I think this message about serving is so important and I think there is a big push back around the word selling. And so I love to just reframe it.

Marc Von Musser:

Yes.

Aurora Winter:

You know for all those of us that's on the line who are training with me at the Grief Coach Academy and all of the contest entrepreneurs who are dedicated and committed to contributing their gift to the world in a big way and changing things that we need to kind of diffuse the energy that we have around the word selling. And I mean the easiest way to do that is by reframing and calling it serving. And leaning in to it truly being in serving and connecting and befriending and being interested in open and curious about what's really up with people instead of just having our own agenda and our own script. But I wanted to share a little story you were mentioning about the negative thought that so many people had about sales.

I remember this is many years ago when brought my then boyfriend to meet my father. And my boyfriend at that time said that he was a Marketing Executive for Xerox. And my father who was at that time a Chairman of Department of Agriculture and Economics at the University of British Columbia kind of smeared back to that of Marketing Director, 'Oh! You mean a salesman?' [Inaudible 25:02] and he was like 'Yes. I'm a salesman.' [Inaudible 25:07] Marketing Director and then I married that man later and eventually the tables turned and my father would ask him for sales and marketing advice because he has something to sales, nothing happens.

Marc Von Musser:

That's exactly right! And that's the big part, one of the biggest gaps that I noticed. And that's why I'm really honored for everybody on here. You could be the best in the world in your industry but if you don't know how to sell your message, you will not be getting money. And so part of that has to come to across that where is the bridge. And the bridge we're going to talk today is you could be the best in Grief Coaching. You could be the best in branding. You could be the best in Language translation. You could be the best but if you don't know how to convince and persuade and sell another person, you will not make the income that you're entitled to.

Aurora Winter:

Right and you will not have the-- you will not make the impact...

Marc Von Musser:

That's correct!

Aurora Winter:

...or live up the contribution but I believe God planted in your heart before you were born and of course, you know, Marc is going to deliver a whole bunch of more content just for those of you who may have tuned in a little bit late and Marc will be delivering like a five steps process that will help you remember and take action on this concept of serving rather than selling that is so fundamental to potentially increasing your income by 890% in less than three years.

We will be having a follow up call with Marc to answer in depth questions that you may have. So if you're listening on the web, please be sure to enter your questions. You can take them in just he can give you answers to some questions or connect with us and answer more challenging questions or more expertise oriented questions later. And we will be entering some of the questions at the end of the call.

The call will be about an hour long and then we'll do about 15 minutes Q&A, so, think about your questions. If you're on the phone, you can ask them live. And if you're on the web, you can take a minute anytime and we'll take them towards the end. And like Marc is talking about how he has become so successful as a sales professional wasn't just with his theory of reading book. He made over half a million sales calls, he's knocked over with 10,000 doors, he built mile in through the practice, through execution, and so the attentiveness and the connection and the commitment to excellence throughout the sales.

And so for those of you who really want to take a deeper dive and get to media coaching and have some fun and learn from new skills talking about what you do in a way that's compelling and also implementing some of these things that Marc is selling, I just want to let you know that we do have an event coming up in October 4th and 5th. And you can see more details about that on aurorawinter.com/events and I'll be giving a special bonus away at the end of the call about that so that you can bring a free guest [inaudible 28:10] for bonus and all that so you can bring your free guest, sign up today. So that would be a chance to take a deeper dive in talking about what you're doing in a way that is what Marc is talking about that is serving rather than selling.

Of course, you need practice, you can get sale by sale. You need to get clear on what it is that you 100% believe in and who you're here to serve. So that would be a way to take a deeper dive if you would like to.

And also we do have some notes from this call, so, if you would like to get the PDF of the notes for the call then we can email those to you. You just have to request them.

Anyway, back to you Marc, I just wanted people to get heads up what the plan is.

Marc Von Musser:

Yes, and I would recommend get the notes but today right now I want you guys to be taking notes because it's going to jug certain things from your mind. And it's going to be 'holy crap,

he's right', 'Oh, my God, that's true.' Write down what's coming to you right now and then you'll have the notes to go back and go through it.

So to go out just to reinforce it to make sure you're very clear on this. I want you guys to think about if you like to be sold, how do you feel knowing that you have to go that your wife or your spouse or your significant other signed you up for a Timeshare presentation? Are you excited or you're dreading it because you know it's going to be a 2-4 hour hell? How about buying a car? Buying life insurance? Walking in to a store that has its salespeople? And so if you don't like it, why do you think the clients would like if we continue to do what they're doing?

So the other part that I would say too is there's two different paradigms and we talked about it briefly Aurora. The first one is the old paradigm. It's manipulation, its high pressure, it's intimidation, it's unrelenting, it's uncomfortable, it's unpleasant but it is somewhat effective. By that, I mean it's effective enough that Timeshares are still using the same approach for the last 50 years. Car sales are using the same approach because they know that 5-10% of the time they're going to get a yes.

And so to look at our system that might get 50 yes's instead of is still an unknown, so, the entire systems are designed around that 5-10% yes after. So what they all like--

Aurora Winter:

It's so interesting like reading Neil Rackham's books has been selling he goes into this in depth. And he followed 45,000 sales calls to finally put together what actually works. And he said himself, he had learned how to do I think it was an on that an allocated code or time pressure code or whatever that he may have X and the person said yes.

Marc Von Musser:

Yes.

Aurora Winter:

And so he said he realized that because he got a yes and he did something manipulative it became wired in his brain like oh that works. And then later when he did the deeper research he realized, no, it was just kind of a coincidence and probably it would have worked better if I hadn't been manipulative.

Marc Von Musser:

Correct.

Aurora Winter:

But we do tend to out you know a nerve wired together when we get a yes and like oh, that happened because what I give immediately prior. No, maybe it happened inspite of your manipulation.

Marc Von Musser:

Correct.

Aurora Winter:

And so I learned—

Marc Von Musser:

Just like with me.

Aurora Winter:

Yes, exactly!

Marc Von Musser:

They thought oh wow, yes, it worked, look Marc thought. And when I bought my Timeshare they didn't know that they wanted to take vacation and this was a way that I could do it. And I thought it'd be cool to have a little beach club. That's why I bought that they thought that oh yes, he hate the hard closed work. I was like no, if you told me right upfront I would have bought it in 5 minutes instead of 4 hours.

So the other part there's another energetic connection as well when you're doing the hard selling your doing that. This I firmly believe because people use to whine, why do you always get so lucky? And it was because I treated everybody with mass respect whether they bought or not. And I got lucky where they would literally give me the lady that would walk on the lobby with no front teeth. Just that kind of teach me a lesson because I was the [32:14 antiphycist] of how they sold. And fair enough, I served her and we had a blast that she bought a two better most expensive thing and it wasn't my outcome. My outcome was to serve her and we had such a blast. I found out that she had always wanted to go around vacations with her son and with the rest of her life but she didn't show any money on paper. And I was there to serve and they couldn't figure it out because they were looking to manipulate. They wanted to get their hand in their pocket. And people picked up on it. Don't you? Everybody on this call, can you tell when somebody really cares more about your money than your outcome?

Aurora Winter:

Correct. I just would tell a little story on Marc to add even more value to what he's teaching about serving. Yes, you will sell a lot more clients and you maybe as lucky as Marc here. So that on your birthday, I just attended his recent birthday and there were 3 hours in total of short videos a 2-3-4 minutes videos with people around the world just an out borne of love and connection and appreciation and gratitude for who Marc is because when you show up with that heart of service you change life. Some of these testimonials really got me on show that for people just saying wow Marc was there for them in their darkest hour and what a contribution he made.

So not only he's serving more effective and more fun and more congruent and lighter but you will if you like Marc at all, you will develop deep meaningful friendship and you'll have that sense of joyful satisfaction that you're changing life not just selling widgets.

Marc Von Musser:

Yes. And everybody on this call has something to value and by the end of it we're going to walk through how to elicit what that really is. And we'll get to that part too and part of it for us before we go ahead and start fixing, we have to acknowledge and be honest about what is and what is right now was a paradigm in our industry which is brittle with significance with ego with manipulation and that's the old paradigm of sales. And I'm here to say there's a better way. And so just if you guys had been uncomfortable that's a good thing because it has been done wrong but it's still will work and then the absence of anything else, it's better than not knowing anything, the benefits of that and I'll give myself as an example.

One of my first mentors, she took me under her wing. And she said you know what I happened to be super trainers for [34:47 first guide]. I don't want to give his name but he was the number one sale trainer in the world when I started. And she was his boss. He's a little Jewish but we'd loved her, [inaudible 34:54] she took me under her wing and armored at me a little beautiful spirit. And she said you remind me of him. You have the same energy. You have the same desire. He was the one that door knocked 363 days a year. And so she made me buy stuff and back in this 80's early 80's and so it was like 3 grand of program. That was a lot of money when essentially I was waiting tables and just getting started in real estate. And everybody wants money when they're starting on a new business and that's where I was. And so I spent the money, I memorized it. I went out it, it didn't worked and I kept going out, it didn't worked. But what like you said was it was helping me build mile and then I met him and I watched give her a new one by saying you know you don't do those numbers. I asked her, why did you have me do that? Because she said even though it didn't worked, you still got out the door. You still were offering your services to somebody. You were picking up the phone finally and making calls. And so that true. I was getting out of my comfort zone and I was doing one of the key elements which is to share what you do. Even though I didn't have the best vehicle and if I did enough, eventually somebody would have bought inspite of me. And that is how real estate is all today. And that is how hours are solved. People go on a car lot they want to buy a car. And---

Aurora Winter: Inspite of the salesman.

Marc Von Musser:

Exactly! And so that's why I do that.

Aurora Winter: There's a lot to be said for being an action and that's one of the things I'm always encouraging the people in my community like don't just sit you know in your office looking at your computer, tweaking your website. Pick up the phone. Go out to the house. Talk to people. And you know the best way to get more experience and more comfort in passing about what you do is to do it. You have to do it!

Marc Von Musser:

Yes.

Aurora Winter: And you'll notice if you do it in front of people you'll see where their eyes glaze over you, you'll see when they disconnect from you. You'll see instead they connect with you and you'll learn much more rapidly than spending a hundred times that amount of time than

Facebook. Like get out and talk to real people. It's the real people who are going to invest in your coaching or in your product or your services or whatever the case maybe.

Did you want to go through the service selling your time or do that for some points?

Marc Von Musser:

Let's do that.

Aurora Winter:

Okay.

Marc Von Musser:

Yes, it's a good segway. So let's talk about how do you remember this and how do you do that? So if you don't like the old way of selling you're being sold to I'll show you a new way to do it that will make it fun that you're going to look forward to it and either also you're going to find those either how do I handle objections. With this new approach you hardly ever get real objections. You might get a few conditions that you can't overcome but you don't get the bias objections. Those are defense mechanisms that buyers have adopted to say get them to say no. And so the new servants selling paradigm is actually really simple. So if you take a pen and paper, write the word SERVE vertically, S and then below with an E and an R V and then E.

The S is to Serve. Every single one of you, that has a thing, where do you find your Jews? Whether you're a coach, whether you're a linguist, whether you're a branding expert, whether you're a drug and alcohol counseling, at your core you're a servant. That's where you find, that's why you stay up late when you're in your zone you're serving a fellow man. That's where the magic comes from.

The second part of the S is Syntax. You can be really desiring to serve but as Aurora teaches, you could do the wrong thing if you don't understand the syntax. Syntax is a fancy word for recipe or sequence.

And lastly you want to share your solution and your hope. But if your syntax is out of order, or it's improper you will not be as effective as you can. And if you don't share it enough—yes, if you don't share it enough you're not helping enough people. And so what most people do, you can add and parenthesis Selfish is another S.

Aurora Winter:

And that's the one you don't want to do.

Marc Von Musser:

Yes. If you don't share your gift and let's say you're a realtor, then I knew if I hide in my office pretended to hide on my website while I was being busy, I knew there were two big jerks real estate agents who did not give a crap for other people, I knew for a fact. I knew what they said in private. I heard what they said and how they talked about to people and so if I didn't get off my desk and at least get out there, there were a lot of good families that were going to get taken advantage of by very unethical realtors.

So my question to you is, who is going to serve these people that you're here to serve if you don't?

Aurora Winter:

Uh-huh...Take that time.

Marc Von Musser:

Ask yourself that.

Aurora Winter:

And to step in to the responsibility...

Marc Von Musser:

Correct.

Aurora Winter:

...of serving those people.

Marc Von Musser:

Oh, you're jumping ahead.

Aurora Winter:

I'm sorry. I'm jumping ahead. Alright, we're going to underscore the syntax. You know I'm all about that at the Grief Coach Academy. I love giving coaches a recipe that they can follow kind of like training wheels as they develop their coaching, mile in and coaching skills, so, that other people can do this easily enough to understand.

As you know Marc, you were at my last event in the VIP Mastermind I have a whole syntax around to finish your story. And there are lot of people there who are very experienced speakers such as yourself and other authors who do a lot of TV and radio and you know they came all the way saying 'Oh, wow! That was very helpful.' And why it was so helpful besides from the fact that I was intending to be service but it was because I had the syntax or recipe that they could follow in the pen they would drop. So, yes, syntax is super important.

Marc Von Musser:

Yes, and I can dive deeper in that too if you want because syntax and guys this is normally I could go a week on this entire topic and this whole program. So I'm giving you guys a real Reader's Digest version. So that you can understand though there is a message to this process and it's actually very simple.

Get all you get out of today's call and just start serving people and serve them more often by sharing your gifts you're going to make more sales. If they truly connect with you and you were truly there to serve them, they're not going to be concerned whether or not you have a website. They're not going to be concerned whether or not they have 50 references. They're not going to be concerned if they feel your heart and your authenticity they will go ahead and hire you because you are the solution they've been praying for.

So the syntax however, it always starts with the rapport. It starts with you connecting and finding something that you can connect on them to serve. Now, I know the number one realtor-trainer in the world, he doesn't necessarily agree but he teaches it his positions as to the subject matter expert, if you don't like it there's the car, I'm too busy to waste my time with people that want to argue. I'm talking about doing opposite which is how do you serve somebody, if you have to cure a Cancer, and they're a little bit scared, how do you serve them?

If you're the expert, you know, you have a pill that you found that each herb in the Amazon and it saved you, it saved your mom, it saved your brother, you knew it could help them, would you take the time to go ahead and connect with them?

Aurora Winter:

Uh-huh

Marc Von Musser:

Ask them questions, connect?

Aurora Winter:

Intentionally, you used the example of cancer because one of my clients, she is all about helping women overcome breast cancer through early detection. And she is still working on getting her message more clear, and more precise and she feel passionate and so giving because she just want to help her friends to breast cancer and so she is excited to help women detect breast cancer much more quickly in an earlier stage, so, that they can have a full and complete recovery. So really you can see that there's sharing and if she had that knowledge and that information she didn't share, a lot of people would buy and I think each one of us in some senses is here to literally save the lives, if you want to it's up for you to save the happiness, save the peace, save the relationship, save the prosperity but in a way you know save the lives of the clients that we have the answers for.

Marc Von Musser:

Yes, exactly! And so part of what we are looking to do this whole thing it's really funny because people will kind of skip steps. And now skip the rapport stage entirely meaning if people don't like somebody unless they're starving in the middle of the dessert and you're the only guy that has water that's about the only taste that you probably don't need to have a lot of rapport, unless you don't have money, you have to go ahead and find a way to connect.

But for the most part you always want to start from a true position and your intention does matter. If my intention is to get my hand into Aurora's wallet, that's my intention and I'm manipulating and trying to be fake and find something that I can use on her that's not rapport.

Rapport is oh my God, I see the like that she is and how do I add value to her? And that's the different places of where I am coming from but the other thing is once you start that, you could also be great or poor but if you don't get out and share which means the second step is you have to learn how to get appointments.

Aurora Winter:

Uh-huh

Marc Von Musser:

Get in the door. You need to be able to sit down with people when and this could be done through elite clubs. This could be done if you have connections to the hospital. This could be done at the drug rehab center. You need to sit down and you need to start talking. This is for me when I was in real estate was the hardest part. I had all these information and it took me about 10-100 calls to get one appointment and then I get out there but I couldn't segway or bridge from wanting to talk about it. What I wanted to talk about and letting him talk about what he wanted to talk about which was get off my property, I'm not going to sell with you.

The same is going to be true for a lot of people, if you don't know how to get in front of people, you're going to spend a ton in Marketing, you're going to get very low returns, you're going to be frustrated because you're spending a ton of money trying to get people. When you learn how to set your own appointments and we'll get to that a bit, I'm jumping ahead but you're going to know how to be able to pick up the phone and offer value to people right away.

When you meet with them, the next step is qualify or discovery, you have clear calling to those, for whatever reason most people skip this whole step and if I'm sitting down with Aurora—

Aurora Winter:

A very important one!

Marc Von Musser:

It's huge. I need to know before I begin the way it was told to me was pretend you're a gun slain, you're in every question you asked and get answer to it. It's putting a bullet in your guns, throwing up the greatest visual but reality is if I'm going to be doing it, it doesn't matter if I was selling real estate, if I'm selling coaching, if I'm selling belief. I start with questions. Questions will help me elicit whether or not I am their solution and there are many times, I remember telling people on Timeshare, I remember one of them as I said, 'Hey, look I'd love to love for you to own this but to be honest, I think you're one of the 1 out of 100 that this isn't going to help.' And I truly meant that.

Aurora Winter:

Uh-huh.

Marc Von Musser:

And sure enough and he bought two of them.

Aurora Winter:

Find out when [inaudible 46:28] connection.

Marc Von Musser:

Yes, he ended up buying two because he said he bought two of the most expensive. He said, 'Well, I have to be honest with you because you've been honest with me.' He said, 'you're the first salesperson I've ever met...' with ever '...who told me what I already knew.' The guy just bought \$20 million yacht in cash.

Aurora Winter:

Wow!

Marc Von Musser:

And he did fly first class, he even had a jet. He had that jet air whatever that's called where you leisure time. But it was loaded and he was super nice. I didn't treat him any different as if he was poor. I just treated them with respect and I said why did you guys come? He said his wife wanted to see him because she was down here and her friend bought her. That's all he told me. He didn't told me about his money, didn't do any but as I served him and I got to know him, then he told me afterwards and guys I want you to hear this because they're doing it to you if you don't know it. When I got done he said, 'I want to be honest with you because you're the first person that was ever honest with me.' He goes, 'I have a really big network.' maybe one of the wealthiest people I've ever talked with. But he said, 'I don't live with that because it's not who I am.' He said, 'I also didn't tell you I had two daughters who are graduating college and I had been scratching my head, finding to figure out what to get them because I don't want them to be spoiled. I don't want them...' and he went on and explained to me, he wanted something that would give him a spark of what was possible but he didn't want them to have a silver spoon on their mouth their whole life. So he bought two of the most expensive things.

On the hills of me being honest with him and telling him, 'Look, I don't see how this is going to have any value to you. I don't see this is a benefit for you.'

So my question to you guys is, do you have that level of commitment to serve or you're going to put their needs first? There would have been other times where I told people, I said, 'Look, you need to go here. This would be a better map for you at this time. And they come back later. But they respect the honesty and the universe does too. In every single time I've done that I teach this over and over again. People will call me an hour, 2 hours later, a day later and talks and say holy crap, I just had two people call out of the blue who bought the most expensive thing and I couldn't remember talking to him. So the universe is watching.

Aurora Winter:

The universe is watching and that honesty makes such a difference. I recently had a prospect to this amazing man, he's a Rabi and he really wants to contribute to people. And a really phenomenal grief coach and he's asked this with this another guy. He is really interesting, a thoughtful person who's had this got deep belief but he's in a lot of working himself. And he really wanted to be a VIP coach training and each kind of mentoring in Fastrack came in and blending and all kinds of belief which is \$15,000 and I guided him. You know why don't we just do a home study course? It's only a 12 payments for 197 and I felt, I just got felt a little concern that maybe \$15,000 was too much of a stretch for him and you know and my hope is that and my belief is if that landed like oh a kindness. I'm not trying to help something for \$15,000 when I have a protective energy towards his cash flows. So why not just do 12 payments for 197. So I think that God is watching as we do...

Marc Von Musser:

Yes, absolutely!

Aurora Winter:

Yes.

Marc Von Musser:

And what's so exciting, you can look yourself in the mirror and feel good about who you are and as we protected that inner light that we are and we're giving and we're serving, it makes it easier because now I'm not feeling like a scumbag. I used to know another guy who was the closest person to me when I was selling software. The difference however is I was doing it ethically and he is lying a vast off trying to keep up with me. He would literally say, 'Oh, your husband just sit in today and he just need it. He didn't have the card. He said to call you and get it.'

Aurora Winter:

Yes?

Marc Von Musser:

And I would be the person where I was not doing that. My number is still surpassed and significantly but his ego was such that he would do whatever it took to try and keep up. And at night when I would go home, he would go home and drink himself end up stupid because he felt so bad about himself. And—

Aurora Winter:

There is a price tag when we're out of integrity.

Marc Von Musser:

Yes.

Aurora Winter:

You know your health can fell apart, your alcohol or drugs our relationships fall apart where there's definitely a price you take out of integrity. Okay, I'm just looking at the time.

Marc Von Musser:

Sure.

Aurora Winter:

What I want to—

Marc Von Musser:

Let me finish the next three then so I can just—let me at least give less than time so real quick.

Aurora Winter:

No, no —let's go like over like 15 minutes extra content.

Marc Von Musser:

Oh, yes! I can do that. I just want to—

Aurora Winter:

Yes.

Marc Von Musser:

I just want to make sure they have this syntax because that's going to be a deep flow.

Aurora Winter:

Exactly! So that's what I wanted to just do.

Marc Von Musser:

Sure.

Aurora Winter:

So let me just tell them that there are some people might have to leave at the top of the hour.

Marc Von Musser:

Oh sure!

Aurora Winter:

So Marc just played out, he's got so much content we want to finish. He's got the five steps process which is new servant-selling paradigm, so, that you can really practice this and so that you can remember it and so it sticks with you. And he shared a little bit of that.

And so what we're going to do is we're going to give probably another 15-20 minutes of content, so, if you have to leave early be sure to email your questions we will have a follow-up call with Marc. If you're on the webinar, you can submit your questions. We'll take a couple questions in about 15-20 minutes or if you have to pop off the call, we will do our best to answer those questions via email. So be sure you can give that information with your email address so that we can connect with you.

If you'd like to take a deeper dive in learning how to talk about what you do and getting the right syntax and getting yourself ready to take the next level, get on radio, get on TV, you may want to attend our upcoming event in October. You can see more about that at aurorawinter.com/events. It's October 4th and 5th and you can bring a free guest if you enroll today as a bonus for being on this call with Marc and I. So aurorawinter.com/events on October 4th and 5th, you can check the details online and if you enroll today, you get to bring a free guest. So that's kind of nice.

Okay, so, back to you Marc.

Marc Von Musser:

Sure.

Aurora Winter:

And we will be going half the hour with content because he's got so much great stuff to share, so, back to the serve going ahead.

Marc Von Musser:

Sure. So, basically the serve, syntax, share and the word selfish that S's is important. Number two, is the E, that's Elicit and Educate. That's actually the second step as well as the syntax

which is to ask questions. Truly identify if they have the need and if you're the solution. You do that through questions then in addition, you also want to educate them of what is relevant and what they need to know. Remember you're the expert. So you want to educate them as well again through questions that this is part of your discovery process in the next step of the syntax which has clarified the problems, the real problems because they probably don't know and as you said Aurora, there are times that they're going to make a link to that might not be the real link. You know they're going to dive, they feel like crap and now they're saying that the reason they were sad is because they saw sad TV show. No, it's probably their dad died. But people will make linkages. People make linkages that are oftentimes not theirs. So as the expert we want to educate them through questions and getting them to do that.

The R is Responsibility and Respect.

Aurora Winter:

Before you go into R, do you want to share some of your favorite questions that you like to ask?

Marc Von Musser:

Sure. It depends in the industry and they're all industry specific. You know you could go at Byron Cadiz, is that true? Is that really true? She's got some great questions. You could go in real estate. My favorite question was, what was the sharp angle close which was if you actually felt you can met an additional \$15,000 by listing with you right now, would you do so? Well, I'm nodding my head.

Aurora Winter:

Uh-huh.

Marc Von Musser:

Yes and just the question is simply meant. You can use questions to bridge gap between favors. You can get questions to get through the heart that matter. Let me ask you if that wasn't an issue with your problem? Other than the investment, is there any reason you would hesitate? I'm going to narrow down what the real issue is. And I'd say let me ask you, if there was another possibility would you be open to it?

There are tons of questions. I could go literally do this entire call for questions. So it just depends on if I needed an appointment that's a different series of questions. I've got 5:00 or 8:00 which will be best?

Aurora Winter:

Our next call, can I have bunch more questions?

Marc Von Musser:

Exactly! So the questions are important as well but they're going to be specific to everybody. If I'm a Linguist, I'm going to have different questions. Great! Other than you've already spoken to do other companies, if there was a better company that Megan needs, would you be open to spending sometime to talk about it? If it's a drug and alcohol cancer, is now the time for you to truly gets over and get your life back? Have you had enough pain? How much pain do you want

to tolerate? How many dreams do you want to watch disappear? Those are all simple questions helping me to clarify whether that's a problem.

And then in some level, you need to segway from the pain questions to if I could help you would you at some level? Is now the time and you're going to segway through those? But then you know the other part too, we can deep dive but you guys bring me your for the next call get with Aurora's and send her your--add that to your request for the notes. What specific questions about your industry? And I can we can just cover right on the call.

But the R is also really important. That's part of serve. That's responsibility and respect. You have a responsibility to serve, to share your life and your solutions and be a professional. Nothing chops my heart bigger than when you'll have a great product and the salesperson is lazy. And he doesn't even know what he could offer to his people. And so for those of you that for example are doing Grief Coaching learn the material. It's not that hard. Spend some time. Spend 30 minutes a day, an hour a day till you master, put it on flashcards like I did and grain it in who you are. That's your responsibility, so, that when you happen to meet that person at Starbucks who's crying at the corner you know how to serve them, and the same thing with respect.

Aurora Winter:

I love that.

Marc Von Musser:

Go ahead.

Aurora Winter:

You know this respect to take a deep dive and learn whatever it is that you're doing.

Marc Von Musser:

Yes.

Aurora Winter:

And that there is a responsibility like I get annoyed sometimes with people who they want to start selling and selling and bringing income in 24 hours, but they haven't first learned from materials so that they are really good.

Marc Von Musser:

Correct.

Aurora Winter:

[Inaudible 57:37] my personal bias towards excellent. So when you're excellent to something it's easy to enroll people.

Marc Von Musser:

Correct.

Aurora Winter:

When you don't know the material...

Marc Von Musser:

Yes.

Aurora Winter:

...your energy holds that wobbliness and it's very difficult too in real people because they're like well you don't know the material. So rather than immediately go out to the door and try to enroll people in something that you're not good at, whether it's something real estate or being a great coach to people with some stress to success or whether it's even learning the skills to get on radio or get on TV, practice, practice and practice.

You know with the timer, with the video on or with real life people and whatever ways you're going to, a deep in your skills most quickly and once you've nailed it, once you're good, it's easy to get clients, it's easy to get those clients on TV. When you suck, it's difficult!

Marc Von Musser:

Yes, and then you're going to feel it's a reverse spiro where you feel 'Oh, see it doesn't work. I don't feel good.'

Aurora Winter:

Yes.

Marc Von Musser:

So you know from the step like that the other V in Serve is to add Value and be Vulnerable. Value means are you helping them clarify their needs? Are you adding value to their lives? Where are they now and how can you help them?

The vulnerability means be real, be honest. When you can you know that's why Aurora's effective, one of the reasons, but part of it is that, she shares her heart with you. You can't help to fall in love with her when you hear her and open your heart. And for those of you at some point when I do a full seminar, you'll see my story about why I had such passion in this because I used my skill set without realizing the damage it could do. And it's a powerful skill set. And when you do that people want to know the person they're working with cares about them and they don't have to be perfect. But they do need to trust your heart and trust you.

So when you're vulnerable that goes a long way with these people. So it's the same thing to you.

Aurora Winter:

And vulnerability really works the opposite. I mean my—I had a patient when I had my diary published, I published the book called 'From Heartbreak to Happiness', an intimate diary of healing. I mean I hesitated because like Marc, I'm a Leo, so, I don't know about Marc but myself I'm a Leo. I'd like to be you know I'd like to always to look good. Leos are like that, we want to look good. And so, I'm like 'Oh, should I kind of air brush my diary so to speak so they wouldn't have all these lovely moment?' and I thought, 'No, because if I air brush it, it won't be the gift

that I wanted to be. And I'd rather people read my diary feeling 'From Heartbreak to Happiness' and go wow.' I'm doing better than she is and have the, feel better about processes and recovery than have them reading go, 'Whoa! She never felt this. She never had felt pity. She never went whine to God, why me?' And so I'm crap.

So when they read, me whining to God or me feeling like I don't want to be part of it anymore and then later being happy and powered and getting my life back together then they go what? You know I can do it too and that's vulnerability.

And paradoxically while I struggled to be okay with publishing something so vulnerable, I thought 99 people out of 100 will condemn me for it. In fact they would reverse it. When we go first especially as coaches but in any profession when we are prepared to go first and share our vulnerability and share our humanness, our authenticity it creates a safe place for others to be real, to be authentic, to be imperfect, to be vulnerable and then it creates a connection. And with that point of connection you can help people to start real estate, you can help them you know go from stress to success or help them overcome grief, you can help them build their business or whatever the case maybe.

Would you agree Marc?

Marc Von Musser:

Yes. I would also probably add another V that we want to be careful of because people will ask this. Don't vomit on them. Don't go oh my God, your stuff is as half as that as quite. Let me tell you about my shit.

Aurora Winter:

Yes.

Marc Von Musser:

You got to be careful because I've seen that the other extremes but yes, the vulnerability is where the magic happen. When you're real, raw and authentic and honest, they want to know that you were in the shit and you had God out of it and when you do that, not that necessarily that you still live there, but that you came out of the darkness. You're the only person that connects with them and if you'd like Aurora said you sugar coat it and say, 'Oh, look at me. I've got this, and this. I look like this. I have this great car.' The people mentally will disconnect from you. They will mentally people, they don't get me.

Aurora Winter:

Exactly! I would say, I really love about what you've said about vomit. You can have the work responsibly.

Marc Von Musser:

Yes.

Aurora Winter:

The distinction to my—well I'm thinking between being vulnerable and vomiting on somebody is that you're through it.

Marc Von Musser:

Yes.

Aurora Winter:

So I only share the key things from my own past when I'm so fast through it.

Marc Von Musser:

Yes.

Aurora Winter:

And I only do so if I think it would be a service to the audience or to my coaching clients to them feel which is okay, they're not alone.

Marc Von Musser:

Yes.

Aurora Winter:

And many people though misunderstand that and some of them I really urge, you know, don't share something that you're still in the process of working through because that doesn't mend like, 'Oh yes, Marc is so cool. He got with his issues. He was such a great salesperson and then how these consequences he learned and grew and he's now on the other side of it, so, I can look up to him as a mentor.'

If you're still in the middle of grappling and saying you're like well he needs to pay me to coach him.

Marc Von Musser:

Correct.

Aurora Winter:

Obviously! So that's distinction for me between vomiting.

Marc Von Musser:

And that's a good one because you'll hear some people where the conversation will shift and it becomes a neutral, I don't want to say complaining session but they're coming to us to be helped pull out of the crack wire and out of the pain. So that's part of what we're doing. So, yes, that is important but be vulnerable, be real. It makes--

Aurora Winter:

You know create an invitation for a paid party. Yes.

Marc Von Musser:

Correct. Lastly, is the E and that's two things. I should have put E squared but its Expertise and Experience.

The expertise that you want to show is that you have a level of expertise and if you've made it through for example the Grief Coach Academy. I guarantee you know more about helping people out of grief than probably 99.999% of people they won't ever meet. Even if you're not a 1000% you still need to work on your craft. But those strategies were designed and built out of other people's pain. If you've made it through Tony Robbins coaching program, your skill set is on the top 1/10 for 1/10 of 1% in the industry.

If you're really great on what you do, you need to realize, you have a level of expertise. It doesn't mean you get rest on your laurels. You continue to add to it. Then lastly, the experience what kind of experience you are giving the client? Do you give them time to think? Do you care enough about them where you let them process an answer in their mind before you cut them off? Do you go ahead and make them feel welcome and heard and appreciated?

The other experience as well as that, what other experiences do you bring to the table? That's something you and only you can bring. So those are the different ways to think about it. And just a recap SERVE is the acronym, serve, syntax and share, E as elicit and educate, R is responsibility and respect, V is value and vulnerability and E as expertise and experience.

So just doing them--

Aurora Winter:

Okay.

Marc Von Musser:

Does it make sense? It's all about if you showed up that way and somebody was listening and actually heard you, how that would change the whole paradigm of how things can be sold?

Aurora Winter:

Absolutely! We really love what you're sharing so thus serve. And this servant-selling paradigm all about being a service rather than selling. It's not about manipulation but really showing up to contribute your gift in the world in a powerful way. And it's just going to take a couple more minutes of content with Marc.

If you're interested in studying at the Grief Coach Academy and you'd like an appointment with me after this call, I can take a few appointments we can schedule that. If you're on the web you can schedule that with Trista, who's manning the Q&A or you can just sent us an email and we can schedule our call, so, we can answer any questions you might have about training to be a Grief Coach. Our training starts in September but now is a good time to get started. We can get you start with the online material and some CD set from that kind of things and you can get a good head start. Or if you have questions about the event that's coming on October 4th and 5th or maybe you know that you already want to get on radio and TV and you like to perhaps come to the VIP Mastermind which is also October 6th and 7th, the details are online at aurorawinter.com/events. And again I'll be glad to speak with you privately for 20 minutes some time this afternoon and then I can answer your questions and see if this is a good fit for you. I can be a good servant as Marc is as being as today.

And we're going to have a follow up call with Marc maybe in two weeks but he had to double check his calendar because he's got so much more to share with us to help you get those appointments, to help you ask those powerful questions.

If you have questions that you'd like to submit, don't hesitate to do that on webinar on a Q&A and please give us your email address so that we can send you if you like the PDF from the notes from the call. Hopefully, you also took a lot of notes because that's how you learn best. But we can send that to you as long as you submit your email address. And also that way you'll be assured not to miss the next call with Marc. We'll send you an invitation to that call. We have calls every Thursday at 11AM Pacific Time, value through your life. And I would love to see people take a deeper dive because no matter how great Marc's content is an hour of listening is completely different from a two day deep dive at the event. So check out the event page aurorawinter.com/events, I'd love to see you in person and help you practice some of these skills that Marc has been sharing today as well as a bunch of other skill set we didn't get a chance to cover yet.

So Marc, what else do you want to share in the next 5 minutes or so?

Marc Von Musser:

Sure.

Aurora Winter:

And then we'll take some questions. So if you're on the web, I know there's a bit of time like, so, type your questions now. So that Trista can collect the couple of the most helpful questions for the overall audience or if you're listening on the phone, and you'll be able to press star 2, you can press star 2 anytime now and that will cue you up. And then Bryce will open up the line just for the people who would like to ask a question just in a couple minutes.

But what else would you like to share Marc?

Marc Von Musser:

Sure. And I can stay as well to answer questions when we're done as well. I blocked out some time out so I can stay on as well.

There's couple of things too. So now that we kind of covered that how do you actually take this and actually use it in your industry. And that's a part, I would say that also is a very simple step and it's a pre-step process.

Number one, ask yourself what solutions do you really offer? Meaning I hire you, six months from now, one month from now, one session from now, one year from now why, what are you going to do for me or whoever you're going to hire? Most people say I'm a realtor. I help people buy and sell. But is that really what they do? Does that differentiate you? But you need to know what solutions do you do.

I know if I go to Grief Coach Academy and I'd use this I mean it's almost everyday but it's certainly every week it comes up where I'm using these strategies because somebody has lost a

love one. And it is amazing to me how often I use it. So her solutions are you're going to have a skill set that you'll use and make people heard and provide them relief out of grief. That really works.

The second step is what will happen if you don't share your solutions? The longer you stay and get ready to get ready mode waiting for you website, waiting for your book, waiting for whatever, how many people are going to not get serve because of that?

Aurora Winter:

Yes.

Marc Von Musser:

And that's the third question too also, who's going to be harmed if you don't serve? For me, that was the big one that got me out of the door all the time. When I knew that if I didn't there were two realtors I knew that would get out there, that would get me out the door faster than anybody because I knew their heart and I knew it wasn't good.

And so for you there are people out there. If you're in this call you have a gift. You have a heart. You have a value. So what is it that you're really going to be giving people when they deal with it? You—so think about that who are you going to serve, who would you grow, are you going to add value, are you going to help raise the standard? Just because everyone else has to sell and you all has, it doesn't mean we have to. We can serve our way to the top and the new who knew currency is going to be service.

So if you want to make more money literally look at how could you serve people at a higher level? How can you serve more of them? How can you contact them? And you don't have to worry about what to say when you're truly coming from that place towards will come. The excellent will help us, we can script it at some point. It doesn't stop you now.

Aurora Winter:

Uh-huh. These are really great questions so and maybe some people would like to share this online or when we open the line for participation.

So question 1: What solutions do you really offer?

Question 2: What happens if you don't share your solutions?

Question 3: And who will be harmed, if you don't show up in service?

We have three great questions Marc.

Marc Von Musser:

So that will help you guys realize that you guys are more than a coach, you're more than a drug and alcohol counselor, you're more than a translator. The world is better because of you. So let's go show them. And as you guys claim your power, the world will start to light up one by one as more of us start bringing this to the market instead of more use car manipulation and things like that.

So that's part that I want to get across because I can't do it alone, you can't do it alone but collective we become a force. And we make an impact to one family at a time, one person at a time. And when we do that magic happens and as long as you stay on that space, you're going to know what to say. Some of the great coaching---

Aurora Winter:

I love that, that you'd take well, maybe in the next call we can get into some scripts, and some great questions that asked and help people that more with the syntax as you know how to answer questions like what do you do.

Marc Von Musser:

Yes.

Aurora Winter:

So that you really have a painting, a really clear picture of the benefits and you're asking powerful questions like Marc powerful question something along the lines. And if you felt that you could meet an additional \$15,000 by listing with me, would you list with me?

Marc Von Musser:

Yes.

Aurora Winter:

You know these kinds of questions and hopefully we can take a deeper dive on our next call probably in two weeks depending on your schedule for that kind of thing.

And I love to, as we're wrapping up, the content part of this call before we take the questions, I love to underscore what you've just said like when you show up with that heart of service, you don't really need to elaborate the script.

Marc Von Musser:

Right!

Aurora Winter:

It makes a few longer as you're just learning but when you show up with that commitment to contributing your gifts and you show up with that commitment to be a contribution, it follows.

Marc Von Musser:

Yes, now to mastery, let me clarify because that's a great part. It does well. Most of us has been conditioned to live in our head. That is a very logical, that is a very non-emotional space to be. It's a very transactional, it's very old school sale. You Aurora said, I don't have money. I used script A which tells me how to get around script at when they don't have money, great Aurora than not having money, is there a [inaudible 1:14:04]. That's a very logical place to be. A magic happens when you can move through your heart. So when you're moving from your heart which is access to a true desire to serve, that's where you're going to get insights and some of our top coaches, they'll come back and go holy crap I just focused on adding value and serving them. And it came out of me and I was like holy crap I hope that was recorded. And so eventually you want to have both.

Most people are so over trained on one that the other is at defeat. We want to go ahead and help you have both.

Aurora Winter:

Uh-huh

Marc Von Musser:

So I love that. Correct. And you want them.

Aurora Winter:

A heart and head! Okay, so we're just going to wrap this up, in a second, I'm going to come back to you Marc for your action steps that you want to leave people with. And after he gives the action steps, we will be taking a couple questions from the web and a couple questions from the phone. So if you want to ask a question or just to share your comments, press star 2, if you're on the phone and if you'd like to share your comments and a-ha and insights and action that you're going to take or ask a question you can just type that. If you're on the web, then I'd really love to hear some people answering Marc's questions, what solution do you really offer? Or what will happen if you don't share those solutions? Or even your clarity and distinctions around who will be harmed if you don't serve?

And if you're interested in chatting with me and schedule an appointment this afternoon for 20 minutes or so and you'd like to find out more about training at the Grief Coach Academy, everything from my home study course which was 12 payments of 197 or we have all kinds of different options in between all the way up to \$15,000 VIP training which gives you direct access to me and others as your personal coach and mentors. Or if you're interested in the Marketing Fastrack which is to people who are already successful, people who are already approved in their career and are looking to get media coaching and think they're ready to be on radio, be on TV and really get clear on that language, in their leverage, in their whole system, I can share it with you about that. It's not what we're really covering on this call but we can take a little time to talk about that or you can come online at the events which is October 4th and 5th. And if you enroll in that today, it's still the early birds specials, you can have a really good price, then you can bring a free guest, so, that'll be fun, double your fun for half a price. So at aurorawinter.com/events, if you enroll today you can bring a free guest, so, that's a little add.

And I would love to speak with people like Marc, I have a heart of service and I love to connect with people, I love to love and do what I am doing by offering you calls every week at 11AM Pacific on Thursdays. It's a way to serve you, to contribute to you and what's missing is a chance to answer everybody's questions one on one.

So if you're interested in Grief Coaching or interested in getting on radio or on TV, whatever I just love to talk with people, so, you can let us know about that.

Alright Marc, I'm going to give you the final word. So how should people take some action?

Marc Von Musser:

Sure. The whole point again is I would start with your client. Make a list of who your ideal clients are. I just met with the like a high level gym which is accelerated training, accelerated recovery. So I walked them through a process which I have 20,000 potential clients within a 30 minute drive. So who is your ideal client? How can you contact them? Do they have group of Facebook? Do they have local community mixers that they go to? Do they have investments group? Do they have people that need your service? You need to start thinking about how can I get there? How can I connect with them?

Number two, what solutions you're going to be offering them? And then go do it. Just getting around them, you're going to find out, just by talking to them you're going to find what particular sports, what language you're going to need, what they need to hear in order to want to schedule a coffee for you?

Number two, is commit to 30 minutes to an hour a day to master your craft, improve and simplify your presentation. You need to make it a priority. The longer it stays in your head and not in the action, it starts damaging your psychic because it's why you're here and if you don't do it you're out of your purpose.

Lastly, if you want more information as well send your email to aurora with any specific questions on your industry if you wanted specific help on language or you wanted more information so when we do the next call it'll be predominantly Q&A specifically around your industries. So that would just be it.

Aurora Winter:

Nice. Thank you Marc! Well, we've gone a way over in our normal time. Usually it's a 60 minutes call with 15 minutes Q&A and I'm so glad that you had extra time in your schedule Marc. This was amazing!

So again my guest today has been Marc Von Musser and we've been talking about selling versus serving, the right approach transforms prospect into clients, clients into friends and objections into connections. And I'm Aurora Winter. I've been your host today. I'm the founder of the Marketing Fastrack System as well as the founder of the Grief Coach Academy and that I've launched 2 other 7-figures businesses. I guess who am really am is a serial entrepreneur.

So many people--I know that we have to leave so I'm not sure if we're able to get the questions still from web but if not we'll be able to handle those by via email.

Bryce, we're you able to—?

Bryce:

We've got a couple of very patient caller.

Aurora Winter:

I have one question here. Okay.

Bryce:

We've got a caller on the line to ask you a question here.

Aurora Winter:

Uh-huh.

Bryce:

We got a caller on the line.

Aurora Winter:

Are you asking the question Bryce or do you want me to?

Bryce:

Go ahead caller, on the line please?

Caller 1:

Yes. My biggest question is I have a team of sales staff that would do direct door to door.

Marc Von Musser:

Okay.

Caller 1:

The first thing which [inaudible 1:20:24] we just did, I've always purchased the prospect with [inaudible 1:20:29] here so it would have been convenient. What else can we have a different approach to that?

Marc Von Musser:

Okay, it's a great question. I have that similar when I used to call off the phone because I wasn't convenience-ing them but it's not the best because you're basically creating an issue where it might not have been. But it's not you know going to do that. The way I use to handle that on the phone, so, I said, you know, 'Hi, I got a listing showing an interest in educational software.' Is that still correct? That was a qualifying question.

Number two, is then I would move from that into, 'Great, it will only takes a few seconds for me to explain it and if it sounds good, I'll get you out the information you want.' Fair enough, a second qualifier.

So I would take a similar approach if I'm going door to door. Door to door is tricky because nowadays they're really defensive and they're condition not to answer the door. There are people they aren't going to answer. So you would really want to make sure that your people are coming from it. It breaks my heart because most of the people that come to the door just aren't very good. And so, they'll take that immediately, 'No!' And so you need to go ahead and figure out what do you guys are selling specifically?

Are you still there?

Caller 1:

That I believe, no. No, I got closed doors, and cut off.

Marc Von Musser:

So what I would recommend on that one too is questions as being answered to your question. So the way I would handle that if I was walking up and knocking on the door, I would immediately get to a very powerful question. 'I realized you're busy but if I could X-Y-Z, would you be interested in giving me 30 seconds to 2 minutes?' Whatever it is if it's a cleaning, if it is solar, if it is whatever you're selling door to door, you need to realize that the buyer is hyper condition not to want to open the door. Also, if they have racial biases, if they're home alone, they're scared, there are zillion reasons they don't want to answer the door. So you need to be very effective at 'Hello my name is John. I'm with X-Y-Z. If I was able to...' because if you're doing the thing 'Hi, how are you today?' 'I'm not interested.' That will come out every time. Hi, you know I mean I do it. Hi, I mean I just hear him and I can see that. But if they would get to a point and have a compelling reason for me to give him two minutes every time I would. They would help define those specifically what you guys were selling because you want to frame it in the best possible way. I don't know if you're Jehovah's Witness or whatever.

Aurora Winter:

Oh great answer Marc, that's so helpful. And that can translate to almost industry.

Do we have another question from the web or some of the phone callers or state caller?

Trista:

This is Trista and we have a question that got emailed in. Where does the personal branding message coming to the syntax recipe? In other words how much do I need that in order to get started? And this from our friend, Yaco, and so I guess, that would be for you.

Marc Von Musser:

Great question!

Aurora Winter:

Sounds great, a great call but yes, good. Go ahead.

Marc Von Musser:

I would definitely refer them over because that's part of everything. You know, I talked about it being totally congruent. Meaning if I'm going to be speaking about paid performance excellence, I need to be living it. And so branding is the congruency and the demonstration of the message that should be congruent with what you're saying. And so embraces the expert on how to do that.