

## Sharla and Jan Heartselling™ Demonstration

**Sharla:** Let's give Jan a round of applause. Come on and sit down. Hi...and she is going to give you a microphone, here is how this is going to work. We are going to have a conversation and it is just going to be just you and me and we are going to pretend that they are not there and we just get to have a heart to heart – fair enough?

**Jan:** Great

**Sharla:** Ok good, so it is nice to meet you

**Jan:** Nice to meet you too it is good to be here with you

**Sharla:** Thanks for coming up Jan, *tell me a little bit about what you do*

**[Jesse Commentary: Notice how Sharla creates an instant connection with Jan from the moment she starts talking with her by being interested in Jan]**

**Jan:** I teach the art of tantra yoga

**Sharla:** So we have actually met before I think

**Jan:** Have we really?

**Sharla:** Yes I think we met; do you live up in the East Bay?

**Jan:** I do I live in Berkeley.

**Sharla:** So we actually met at a Charles and Caroline Muir workshop, just briefly, I thought when I saw you that I recognized you and I have even been to your website and seen some of the things that you do

**Jan:** Fantastic what a coincidence

**Sharla:** It is so nice to have you here

**Jan:** Thank you

**Sharla:** *So how are things going?*

**Jan:** Things are going pretty well and they could be a lot better and I am looking forward to seeing that happen

**Sharla:** *Tell me a little bit more about that...*

**[Jesse commentary: Notice Sharla invites Jan to share a little about what could be different and Sharla immediately asks her to share more about her challenges]**

**Jan:** About how the business is going?

**Sharla:** Yes

**Jan:** I am really clear that this is my life purpose, so it is good to know that and I don't have as many clients as I would like to, I would like, the workshops seems like a lot of effort to fill workshops and to enroll people in my work.

**Sharla:** If I remember, because I have been to your website and learned a little bit about your work, if I remember you do both workshops and you do one-on-one work and couples work and you go really deep

with people and you also do the bigger picture with people and can I share something with you that I noticed...

**[Jesse Commentary: Notice Sharla let's Jan know how they have met before and Sharla took an interest in Jan's work. She let's her know here that she knows something about her and then asks for permission to share something with her]**

Jan: Yes please

Sharla: You have a really bright spirit and when I met you, you may or not remember but I really enjoyed meeting you, there is something, you are different, your energy is bigger, I feel like I get more of you now.

Jan: Oh great, that is good to hear.

Sharla: You have grown a lot in the last couple of years...

Jan: Yes I have grown a lot since then.

Sharla: I feel like a warm real connection instantly with you

**[Jesse Commentary: Notice how Sharla authentically acknowledges Jan in the few sentences above]**

Jan: Do you know why that is?

Sharla: Why is that?

Jan: It is because of the daily Ipsalu Tantra practice that I do.

Sharla: Which is fantastic because there you are you are actually showing the benefits of your work. Well that is beautiful. It is great to notice what a fun coincidence to see that change. *So can I ask you a little bit about your workshops?*

**[Jesse Commentary: notice how Sharla uses her intentional curiosity to turn the conversation back towards Jan's business here. And again, she asks permission. You can also really feel how Jan and Sharla are really connected with each other and Sharla has a lot of permission to ask to hear more]**

Jan: Yes of course

Sharla: So you are having a hard time getting people there and you said it is a lot of effort – *can you tell me a little bit about that?*

**[Jesse Commentary: notice how Sharla continues to ask questions to encourage Jan to open up and share more about how her business is going here...because Sharla helps people with business, she'll always re-direct the conversation towards helping Jan in her business]**

Jan: I do not think it is because I am putting in so many work hours, it feels like an emotional and psychological effort. It always happens but not without a toll to my emotional state. It feels very draining to do. It is not fun. I wish someone else would fill my workshops.

Sharla: I get that I get that yes, *can I ask you a little more about that?*

Jan: Yes

Sharla: *What is the drain, what is that, what is it about?*

**[Jesse Commentary: Notice how Sharla is encouraging Jan to go deeper and deeper into the challenge she is dealing with]**

Jan: There is a feeling of going uphill or going against the grain, maybe a feeling that, let's see, that it is just going to be work to enroll people. It is not even a reality it is just a feeling.

Sharla: Yes, yes, so it is just that feeling of going uphill, and then I am curious, when they do get there how is the workshop for you? Do you enjoy the facilitating?

**[Jesse Commentary: Notice how Sharla acknowledges the feeling Jan just expressed. With "it is just that feeling of going uphill" and then she asks another question for clarification. She asks a closed ended question here, "Do you enjoy the facilitating?" helping Jan get present to the part of her business that she loves and why she does the other part]**

Jan: I love that part

Sharla: You just wish someone else would take care of the marketing and the registration.

Jan: Yes, it is still working on overcoming some fears, that is part of it, that is where my love is, where you feel most self expressed and full of life

Sharla: Yes I can see that, you have that energy of like; I can tell you have done a lot of work on your own charisma and having more of it and you have a lot of it to share with the people on the stage

**[Jesse Commentary: Another acknowledgement. Sharla is really letting Jan know she sees her power]**

Jan: Thanks that is good to hear

Sharla: Yes definitely, you have workshop leader energy. Which for me means somebody who has done a lot of work, is really self expressed and shows a lot of life, there is a lot of life energy moving through you.

**[Jesse Commentary: Again deepening the acknowledgment]**

Jan: That is great

Sharla: Yes, so I am curious, it sounds like you love being on stage or in front of the room or in the circle or however it is that you do it, but the marketing or registration portion of it is a drag, you know there is some fears there.

Sharla: *I am wondering, what if you could get over some of those fears?*

**[Jesse Commentary: Notice this "what if..." question here. Sharla is supporting Jan to start dreaming into what it would be like to get over this challenge]**

Jan: That would be great and I think people would like that too, I think when people do engage with me they have a positive experience

Sharla: It is almost like they are going to have a better experience and so will you if you just get over some of these beliefs.

Jan: I really feel that.

*Sharla: I am also curious, what if you had some tools that not to just get over the fear but to make the process a lot easier and to fill your workshops much easier...*

**[Jesse Commentary: Another curious “what if...” question to help Jan go deeper]**

*Jan: That is what I am here for it would be a great relief*

*Sharla: So it would make the process easier and get over some of those beliefs*

**[Jesse Commentary: Sharla is reflecting back to Jan what she is hearing so Jan knows she is totally with her and understands what she is going through]**

*Jan: Yes*

*Sharla: Well if I could help you with that, would you be interested in hearing about it?*

**[Jesse Commentary: This is a key turning point in the conversation. After talking with Jan and discovering the challenge she is dealing with and then inviting her to consider what it would be like if things were different, Sharla asks the question: “Well, if I could help you with that, would you be interested in hearing about it? Sharla is doing a great job of creating the connection, being of service, acknowledging and being curious and she has moved through the stages of Open the Conversation, Find out what Jan is looking for and she is now about to Share a resource ]**

*Jan: Yes, like show me show me yes*

*Sharla: Well based on what you are telling me we have a program that I would highly recommend and it is for people who are either leading workshops or who are ready to want to lead workshops and we give you all the tools you need to lead really lucrative workshops and to make the process a lot easier.*

**[Jesse Commentary: Notice the resource Sharla is sharing is her program and how it is an authentic heartfelt and generous recommendation based on what she has heard from Jan so far]**

*Jan: Tell me about it*

*Sharla: It is called “Build Your Empire” and for us what we mean by empire is your heart based empire. How do you want to see your world to be through your training, you know the value people get from workshops I mean you and I met at a workshop and here we are again, so you know the life changing value that people can get from them and you obviously believe in that as a way to make a change and help people in the world. And so it is about having that the whole registration process be easier for you to be standing in your values so fully, that people are just so excited to say yes to you. And we even give you all of our systems so that you can get somebody else to do your registration process if you want to, but it is good to get over your own fears, you want to be able to do that and be able to sell easily.*

**[Jesse Commentary: Notice how Sharla is sharing about the program she has to offer and Jan is “leaning in.” You can hear how Sharla is sharing with Jan how the exact challenges she is having are exactly what Sharla can help her with]**

Jan: I want to master that process myself and then find people to do that for me so I can train them in the way that I know worked for me

Sharla: *Absolutely. There is another piece to it, can I share?*

**[Jesse Commentary: Sharla is asking permission to share more and you can feel that Jan is still leaning in because she is interested in hearing more]**

Jan: Yes

Sharla: So once you are at your workshops I would love to see you able to offer even more value than what you are doing at your workshop and here is what I mean by that – when people come to your workshop, there is so much more to get than from being with you for a couple of days in a retreat or whatever it is, and if they were to say yes to continuing to work with you how would that be?

**[Jesse Commentary: Notice how Sharla is seeing something greater for Jan here than Jan has seen for herself. She is inviting Jan to dream into her workshops being more than just a one-shot experience for her clients and instead that the workshop is the start of a long term relationship.]**

Jan: Yes that would be great. I just heard a little limiting voice in my head that said “*you will run out of things to say*”, maybe they are enthusiastic to sign up for lets say a years worth of coaching with me but I might run out after 3 months and they have already paid me their money.

Sharla: So noticing that and *what do you know about that?*

**[Jesse Commentary: Notice how gentle and easy Sharla is with Jan’s concern. Sharla continues to see Jan in her greatness and knows from her experience in working with so many people that what Jan is concerned about is not the truth. And notice how she gives Jan the space to look inside and question the truth about this concern. You can also hear in this that Jan is very self-aware and she even called it a “limiting belief,” so hearing this, Sharla is coaching her to move through the belief quickly]**

Jan: It is a lie.

Sharla: You know that you are always learning and growing and are one step ahead of everyone else – how long have you been doing this work?

Jan: For about 8 years, 7 or 8 years

Sharla: You know that you know 99.9% more of this work than anybody else and you know one of the other things is it is not just about the information that you teach but the experience that you give people and I know you have a lot of tools for that

**[Jesse Commentary: Here Sharla is giving Jan value and real tools by offering her a new perspective about what Jan has to offer. She is foreshadowing some of what Jan will get in the program by giving her some valuable information right now. And all of this is an acknowledgement of the work Jan has done so far.]**

**Jan:** You know you are right I could lead someone through the same process over and over again for 12 months and they would continue to deepen and continue to get something out of it, well what a great realization.

**Sharla:** Absolutely, yes so I would love to help you do that, I would really love to see you make a bigger difference and help a lot more people make a lot more money.

**[Jesse Commentary: You can hear Sharla asking Jan to take the next step in a very soft way here. You can see how Sharla isn't trying to "close the sale" but instead is helping to "Open Jan up" to Jan's higher commitment and then leaving the 'space' open for Jan to step into this higher commitment]**

**Jan:** Yes it would help a lot of people make more money?

**Sharla:** No you help more people and help you make more money.

**Jan:** Help me make more money yes, that is the Vision I hold, that would be a dream...

**Sharla:** *Can I hear a little bit about that dream?*

**[Jesse Commentary: Sharla is encouraging Jan to go deeper into the dream through her curiosity]**

**Jan:** Yes

**Sharla:** *Tell me what would you want? If you had your ideal workshop business what would you want it to look like? It is fun to imagine...*

**[Jesse Commentary: This is so exciting. You can feel the resonance as Sharla encourages Jan to really get into her Vision for her business. You can also hear how much space Sharla gives Jan to think about it and gives her time to respond]**

**Jan:** Yes, it would be in beautiful locations where people could feel really good about themselves and open. Let's see they would make great friends there.

**Sharla:** Like a community energy?

**Jan:** There would be a community spirit and people show up and feel like God this is what I have been waiting for all my life and here I have found it thank you.

**Sharla:** I so get that, I have a teacher that is like that for me, Jesse and I do, it is like that feeling of "Wow this is what I have been waiting for my entire life..."

**[Jesse Commentary: Here Sharla relates to Jan's dream of what people will get out of Jan's workshops and acknowledges her]**

**Jan:** The planet's going through big changes. And I really believe that this system, this path, Tantra Yoga Ipsalu, is a doorway for people to live life in a big way and be totally connected to themselves and their souls, that the consciousness is requiring of us to continue to move forward and feel good and fulfilled.

**Sharla:** I totally get that.

**Jan:** I just want that for people because it is easy to feel lost these days

Sharla: It is like about becoming more of yourself and becoming a bigger expression of yourself.

**[Jesse Commentary: Here Sharla acknowledges she really understands what Jan wants for people through working with her and shows Jan that she really gets it]**

Jan: Yes and discovering who you really are.

Sharla: *So can I share something with you?*

**[Jesse Commentary: Sharla is about to re-direct the conversation back towards Jan's business here, so notice how she asks permission]**

Jan: Yes please

Sharla: My experience of learning to be a more successful and powerful workshop facilitator and being able to sell from the stage has been like a yoga. I have had to grow myself, I have had to get over beliefs, I have had to love people more, I have had to get over all this stuff that I make up about what is going on out there and really be present and I really take it as a spiritual path.

Jan: Yes I can see that

Sharla: *So I would love that for you – another form of yoga!*

**[Jesse Commentary: Again, this is a soft way of Sharla inviting Jan to say “Yes” to the program Sharla is offering and relating it back to what is really important to Jan and her values]**

Jan: Yes and I so identified with what Jesse said earlier that a big part of a key to growing your business is learning the pieces that you don't know that you don't know and I just feel like it is going to be easy when I get those pieces.

Sharla: I have a good feeling about you, that you will just put it in place, you have a really strong consciousness about knowing where your limiting beliefs are, you and I just did a quick little work, a little bit of coaching and you said “*I do not need that one*” so I feel that you will just move really quickly.

[Jesse Commentary: Sharla continues to see Jan's greatness and acknowledges her. Sharla also is sharing with Jan how she sees Jan will be very effective in the program]

Jan: Thank you I feel that too

Sharla: You are welcome. *I am curious about the money portion of the Dream...*

**[Jesse Commentary: Sharla is again steering the conversation towards the tangible result Jan will get from participating in the program by finding out more about what Jan wants and seeing if it is a match]**

Jan: Well I was hoping you wouldn't ask me!

Sharla: *Well that is an interesting reaction...*

**[Jesse Commentary: Notice Sharla doesn't resist the reaction Jan has, but instead acknowledges Jan's response and is curious about it]**

Jan: I was waiting for the “*well here is the program for you and it costs 5000 dollars*” and I go “I don’t have 5000 dollars, I can’t do it.”

Sharla: I am curious before we even talk about the program I want to make sure it is a good fit for you and we do not get the horn saying “*no, it is not a good fit*”. I am curious...

**[Jesse Commentary: You can hear Jan’s money concern coming up here and notice how Sharla dances with Jan’s money concern by setting it aside for a moment and says “I want to make sure it is a good fit for you” Because Sharla and Jan have such a strong connection with each other, Jan trusts Sharla and they continue to explore together]**

Jan: You are so cute...

Sharla: You are cute too, *I am curious you know your dream workshop business, what would it look like? How much money would you make? How many people?*

Jan: Can you help me with some parameters? How much money would I make? How many people? I want to serve a lot of people but the nature of the work is deep and intimate and so that is where I get stuck, I want to help a lot of people but I cannot imagine doing what I am doing on a very large scale for more than 30 people and that might be a limiting belief

Sharla: Sure well the truth is that we met at a workshop and there were 60-100 people there and it was deep work and it was really precious, now obviously with having a more intimate group you can sometimes go deeper, *can I throw something out based on what I am hearing?*

Jan: Sure

**[Jesse: You have a call coming in in about a minute and a half]**

Sharla: So something that I see Jan is I can see you having a beautiful year long program with about 30 people who go really really deep with you and spending as much as 10,000 dollars – 12,000 dollars for the year to do that work, get some retreats maybe do some one on one coaching

Jan: It brings tears to my eyes. I would never have thought of that possibility for myself.

**[Jesse Commentary: You can hear how moved Jan is by what Sharla sees is possible for her. This is how a selling conversation is a healing conversation. Sharla is acknowledging that Jan is capable of creating so much more for herself than she thought was possible. The role of a Heartseller™ is to hold a bigger vision for the potential client than they do for themselves and you see a beautiful demonstration of this here]**

Sharla: I can see you helping a lot of people and having a really amazing 6 figure business, multiple 6 figure business very quickly.

Jan: I am done with those Nun past lives. I want to make some money.

Sharla: I get that, you are so ready. So Jan I would love to talk some more with you about this, I know that you are ready for this, I know if I use the word “dharma” to take this forward and to really have it happen

and I know that I can help you with that and I have a call coming in in just a couple of minutes unfortunately...

**[Jesse Commentary: Sharla is letting Jan know that she believes in her and she wants to work with her. You often really need to let your potential client know that YOU want to work with them.]**

**Jan:** That wasn't just like a cue that meant something else

**Sharla:** No I do I have a call that I have to get so I am wondering can we schedule, *can I actually call you back after this conversation I have?*

**[Jesse Commentary: Here, Sharla is asking Jan to take the next step. Notice it would be premature to ask Jan to sign up for the program and there is more to explore here. So naturally, the next step is to continue the conversation at another time]**

**Jan:** Yes I would love that Sharla

**Sharla:** This is about a 45 minute appointment so can I call you back right after and we can talk a little further to make sure this is a good fit for you?

**Jan:** Yes I would love that thank you so much

**Sharla:** Fantastic you are so welcome we will talk very soon

**Jan:** Ok, thank you for spending this time with me

**Sharla:** You are welcome, let's give her a big round of applause.

**[Jesse Commentary: This Heartselling™ conversation happened at a Rejuvenate Your Practice 2 Day Intensive. The next day Jan and Sharla continued the conversation privately and Sharla danced with Jan's concerns until Jan felt clear about signing up]**

You can learn more about Jan at <http://www.tantricjoy.com>