

Kevin: [00:00](#) Hello everybody, this is Kevin with the Life's Little Lessons and today I have another absolutely amazing woman. We'd been having a couple of conversations before this actual interview and I'm so happy to be bringing her to our show.

Kevin: [00:13](#) Her name is Sue Richards and she's actually from Birmingham, the U. K., not Birmingham, Alabama. So she is across the pond, the big pond I think is what they call it. And if you like the show go ahead and leave a comment below. Go ahead and subscribe to our channel because as you know, we're bringing a lot of different kind of guests from all over the world to the show and you would want to get these updates as they're coming alive to you.

Kevin: [00:37](#) Anyway, back to Sue Richards. Sue Richards is a coach back in the UK. She been in business for quite some time. She's going to go into more detail about what she's doing. So without any further ado, let's welcome Sue Richards to this show. Sue, welcome to our show.

Sue: [00:55](#) Thank you, Kevin. Thank you so much. I'm so excited to be here. Actually. I always love talking about what I do. So any opportunity to share knowledge and share content is always good by me.

Kevin: [01:06](#) Oh fantastic. And so could you tell us a little bit about yourself? What do you do? And how long have you been doing it?

Sue: [01:11](#) Cool. So I'm a self professed I suppose, but I call myself a sales success coach. So I work with entrepreneurs, coaches, consultants, anybody really with a service driven business. And that is looking to build a business, doesn't have to be online, although I do tend to be working a lot more with people across the globe. Which is fantastic, which is why you and I have connected as well because I'm networking more further afield, but my background really to kind of take you right back is 18 years now and now we're in 2018. I'm 18 years in the sales industry. I'm really starting off in the staffing industry for good 11 years and building my way up in the corporate world. So I've done their phone bashing, you know, tele sales. I've been out on the road, I've managed sales teams, I've directed sale scenes and I've also been the vp of sales across the whole of the UK for a leading marketing agency.

Sue: [02:04](#) Um, but then a good six years ago is when I really went into entrepreneurship myself. I really the UK, we call it redundancy. I think you guys call it laid off or I don't know how you word it, but I was maybe done in about six years ago and I can tell it was

the best thing ever happened to me. Because it gave me the opportunity to just do what I want to do and build a business. I've always worked with small businesses for the six previous years. I'm in the marketing agencies and I really admired small business owners. Building businesses and growing businesses and just really go with their passion. I mean, I, the industry I was in, I was talking to plumbers, I was talking to car mechanics, beauticians, but these were all small local businesses and I was becoming envious of their ability to do something for themselves.

Sue: [02:47](#) So when I got made redundant, because I have a family and you know, not everybody wants to take the leap and gave me the opportunity to build my own business and having faith at that, having a good 15 or so years in I'm in sales or 11 years, I think it was at the time. I'm in sales and being a director and being a VP of sales. It was obvious that that was my go to and I started a business that's our business solutions, which was a sales training business and I've trained sales teams. I went into businesses and train their sales teams. So I would look at sales processes and I've looked at their teams and teach people that are out on the road and any any kind of sales process that I had experienced with all service based. And that's my expertise. I'm not necessarily the best person to come to if you want to sell a pen, but if you want to sell a service and you want to sell value in what you do, that's what I do.

Sue: [03:47](#) I think most people, most entrepreneurs realize that you hit a ceiling, right? You hit a ceiling in your earning potential when you're just trading your time for money. Which is what I was doing. I had a training business. I had no desire to build the business and hire a team and build it that way. So the online world started become more and more. I started thinking about how can I leverage my knowledge and my experience and create something that can serve the masses. And through doing research I realized that online coaching and putting some courses together and being able to really reach out to those people that are starting to spread knowledge. So that's what I did back in 2016. So about two years ago I kind of switched my focus from B to B as we call it, a corporate world to the individual entrepreneurs.

Sue: [04:41](#) The one thing when you go into a corporate company to train the sales team, they don't want you there. The directors of the business one you there, the managers of the business won't be there. But the people sat in the room, they don't want you there. They haven't invested in you. They, yeah, they're not necessarily going to implement what you've said, but when I'm

sat down with an entrepreneur who is, you know, sales is their business. They know that if they don't get the sales part of their business right, they don't have a business. And that, for me, it was a completely different experience. People that were hanging off every word because they truly wanted to get better. They were so invested, so coachable, so resourceful, and there were massive action takers that the results were instant. And that was when I realized this is where I want to be.

Sue: [05:27](#) And so two years down the line, I now have a very, uh, have gone through different iterations. So I've worked with a seven figure coach and been her sole coach, sales coach for her clients. And that was amazing. I had a lot of experience doing that. I learned about the industry, but now I'm putting my own courses and do my own one on one programs. So that's where I am now, is really building and working with entrepreneurs to just absolutely smash those sales myths. I really understand that sales is actually not about selling. It's about serving.

Kevin: [06:04](#) I saw this one post on Facebook and it says, what do you think about when you hear the word "sales"? And I know a comment that I replied to that is what sales is selling something that somebody needs and where someone else is paying for it because that is what they want. That takes a negative connotation out of sales because if you have a, if you have a service or product that you can provide that is a value and other people are willing to pay for it, then it's not like, you know, you're not being that sleazy car salesman. It's you being genuine and being authentic.

Sue: [06:38](#) Exactly. I think with all my years of experience, and I've had a lot of training, I've been sent on very expensive training courses and I've learned ways myself and I've mentored the people. And some of those kind of old tactics, I'm going to call them, the old way of selling, which was very much about go out and present. Go out and tell the world about your product or service. Tell them why you're better than anybody else. I remember when I was trained with recruitment agency and we had our sales pitch, which was a deck, a sales deck, a powerpoint presentation, and the first three or four slides was all about the company. How long we've been going in business? All of the other companies that we've worked with. How amazing we were? And we will genuinely pitching from the second we walked into a room. The second we'll sat down, you talked to pitch. Because years ago that was the only way you could get your message out there.

Sue: [07:32](#) We didn't have the Internet. We didn't have... Yes, we had television and radio, but it wasn't two way. So the only way somebody could really be educated about your product or service was to be pitched to. Well, yeah, you fast forward where we are now. Nine Times out of 10, if I walk into a room into a conversation with a potential client, they probably know more about me and my competitors than I do. So, especially the competitors. So it's not about me, it's not about you. It's about your potential clients and that's the first mindset shift that my clients have to go through, because you're absolutely right there. Yeah. I think one of the first sentences that, oh, I think I saw the same pace as you. I think we're in the same group and also things like, oh no, and sleazy and pushy and salesy and you know, selling things that I don't want and we need to get away from that because if we feel like that about sales, then we're going to take that energy and think that everybody sees us like that. We have to get rid of that.

Kevin: [08:38](#) This was in an entrepreneurs group.

Sue: [08:42](#) Yeah

Kevin: [08:42](#) You're dealing with entrepreneurs. It doesn't matter if you're selling hamburgers, a online course or how to speak French. I mean still... whatever your businesses, you're still. For you to be alive, you have to make sales.

Sue: [08:56](#) Exactly the process between somebody's not been a customer and somebody becoming a customer or client that's called a sale. And I don't know if you've come across so many people, they are that nervous probably is the word or fearful of the word sales or the sales process is that they actually tell... They tell me I don't do sales. I don't have to sell in my business, so

Kevin: [09:23](#) How do they pay the bills?

Sue: [09:25](#) But then when you have that conversation you have, well, "I get referrals". Well just because you think a marketing exercise that you think will be a Webinar or an advert, a still a referral? You've still got to have a conversation with that referral that's then going to turn into a client.

Sue: [09:49](#) Yeah, exactly. The great thing is you have your photos. Are there probably the hottest leads you're ever going to get if they've been referred correctly to you, but my question is is if you're only relying on referrals, how many other people are you missing out on that need your services? If they don't come to

you with their credit card in their hand and saying, where do I sign that doesn't mean that there were other people that don't need your services and aren't willing to work with you. So you're leaving money on the table by not having sales conversations with people.

Kevin: [10:18](#) Say you've got some online courses that you, that you put together?

Sue: [10:22](#) Yeah, so the. I'm just about to launch my, the first course. I've got a coaching program that's already launched, but the online course is for up and coming entrepreneurs that really just want to get a grasp on sales. You may never have done a sales call or you have done them and hated them so much. You're scared to do them again. Um, and this is just simply called the Sales Success System. It's an online course. It's going to give you everything you need to understand the process of just having an amazing natural conversations with your ideal clients. Really understanding that actually as long if you have a good conversation and ask the right questions, you'll never have to sell again. Not In the way that you think.

Kevin: [11:05](#) Oh yeah, exactly. And you said by the time this show is launched actually will be live because right now I'm also working on a book and it's called or the working title right now is The Winner's Code and then the subtitle is Secrets of the Winner's Mindset. And if you're coming from, to me a sales conversation is if you're coming from the right mindset, let's say I call it the winner's mindset, which is a win / win concept. If you're coming from from that and there was somebody that's interested, they're already saying that they are interested in buying your product or otherwise it will even be having a conversation with you. So

Sue: [11:46](#) Exactly! 90 percent of a sale is done through mindset. Ninety percent of successful businesses down to your mindset. Let's not undermine the. Whether you like using the word mindset. I do. I think it's a very powerful word and it says what it does, but I know some people like to talk about attitudes and things like that, which is fine. It's the same thing, but if you are 100 percent confident in what you do as a business owner, whether it be a coach, consultant, or service provider, whatever you do, as long as you are 100 percent confident that what you do and what you provide and the results that you get for your ideal clients is what they need. That's your biggest barrier to selling. It's a transfer of energy. If you're not 100 percent certain that what you have is right for the prospect that you're talking to, that energy is going to come across.

- Sue: [12:39](#) You're going to start moving away from the sale because you're going to start questioning whether it's a good thing. Confidence is the number one key. How often do you have, or you had conversations with that car salesman or you've been in the shop to buy a TV or even had a conversation with somebody on the phone and they might have an amazing product that is absolutely perfect for you, but there sounded nervous or they're stuttered over their words? They don't sound convinced themselves. What they're saying is the right thing. Confidence in what you do and what what your client needs to achieve is absolutely key. People do buy from people. They're going to grasp that confidence that you have and that's going to help you move them forward into the right buying decision. I used to do some workshops and the workshops were called Stop Selling and Help Clients Buy.
- Sue: [13:29](#) Now it's called Stop Selling, Start Serving because we go through different iterations as your business grows. But helping clients buy is exactly what you're doing. You know that reverse psychology, nobody likes being told what they think or what they feel. So one of the biggest parts of the Sell Success System is all about questions. Questions are the answers. The more questions you ask your prospects, the more you will be seen as an expert. To actually the less talking you do, the more you'll sell, if you will look at it that way.
- Kevin: [14:05](#) You answered the question. You just should just be quiet because sometimes the first person that talks, I don't want to say this is the loser. The person that does that may not have control over that conversation.
- Sue: [14:15](#) Well, one of the tricks that I talk about in the program, one of the tips that you get is to right wait, WAIT with dots in between because it's an acronym. I have it on a sticky note on your screen. If maybe Why Am I Talking, right? Because if you are talking, you're not selling. That is the key because what you want is somebody else to realize by the questions that you're asking, that what you have, what the product or service that you have is right for them.
- Kevin: [14:50](#) I agree with that because. Yeah, because you can very easily talk yourself out of a sale. If you're going into the... and I'm doing finger quotes here, convincing conversation, then you're most likely or dissuading that client from you.
- Sue: [15:04](#) Yeah. If you go into a convincing mode, and very often people go into convincing mode at the end of a conversation because they don't know when to shut up. They ask for the sale and they

afraid of silence so they just keep talking. Or they're not quite sure when to ask for the sale, so they just keep talking. Either way you ended up in this loop of one of the worst things you can say at the end of the conversation is, do you have any questions? Rather than would you like to start?

Kevin: [15:37](#)

Yes, exactly.

Sue: [15:40](#)

People ask, do you have any questions at the end? Because they're scared to say, do you want to buy? Are you ready to start? So you ready to sign? You know, shall we get started? Whatever in the process. The next steps are.

Kevin: [15:51](#)

Like will that be cash or credit?

Sue: [15:53](#)

Yeah. Yeah. We take, we take credit cards, master cards, whatever it might be. How do you want to pay it? As long as you. I mean I, I have a close off point in the conversation. You wouldn't. I've told somebody about what we do and how we do it and how it can benefit them. There are two very simple questions. Can you commit to this and do you want to do it? Yeah. They need to be able to commit to know I'm a coach, so my services, it involves them being present and showing up and doing the work so it's not a service. So are you committed to do this? Can you do. Can you commit the time and the energy to do this? Absolutely. Okay. Do you want to do this? Absolutely right. Let's talk about next steps. Then we talk about the investment piece then. We don't talk about it before because if you talk about it before, they'll tell you that the time's not right or that they're not committed. So you get the commitment. You get them to tell you that they want to work with you, and then we talk about the investment piece and then we shut up.

Kevin: [16:50](#)

I am glad that you just said that because she. She said the word twice. She said the word investment. She didn't say, how did this, how much you have to pay, or this is what it's gonna cost you. She says she's basically saying, how much do you want to invest in solving whatever problem that you're going to be solving? So it is exactly. For those of you that are coaches or that are going to be doing some kind of service based business, then yes, it will be kind of investment. Now, of course, if you're, um, let me, let me ask you this. If you owned a restaurant and a, and let's say Sue came into the restaurant and I served you the food and stuff like that, you, you are expecting to pay at the end. Now if the person is coming to you to hear what you have to say, they know there's going to be a sale at some point. You have to look at it from the perspective of the other client. They know a sale is coming. Otherwise, they're not going to be there

because you don't go into a car lot to say, I don't want to buy it. I don't want to spend any money. Now you're already in the presale mode.

Sue: [17:50](#) Exactly. You already have enough. And if you've done your marketing strategy right, you are only talking to people that are ready to buy. The only reason that you wouldn't, at some point during that conversation, you realize that there's a misalignment somewhere. Somebody might be thinking that you do something that you don't do, but you find all of this early on. You find out that somebody's actually isn't ready. They don't have the prerequisite, for example. They've never coached. I work with a lot of coaches, and they might say, I want to start a coaching business, but I haven't trained to be a coach yet. Well, you need to go and train to be a coach first, right? So there were, there are going to be times in the conversation where you will qualify somebody out because for whatever reason that it's not a good match.

Kevin: [18:37](#) And you don't want to number one take their money from just being on the authentic side and number two, most likely they're not going to get the results that they're carrying you for and that's just going to leave a bad taste in their mouth and couldn't leave bad reviews for you.

Sue: [18:50](#) Absolutely, and to be fair during the conversation, you will end up in convincing mode because you're going to try and convince them that they are ready. And I've heard it and seen it happen time and time again, and what happens is those people are less committed from day one. In fact, they're probably the most likely to get a refund before you even start because they'll go away and because you convinced them to buy something. They feel like they've been done by. Whereas what the idea of, you know the Sales Success System, it's about reverse psychology. It's about people talking themselves into a sale because when you talk yourself into something, that decision is solid. So when you ask questions, you know what would happen if you didn't move forward? How important is this to you? Why have you not been able to do this on your own? You're not saying, well, you haven't been able to do this on your own before. You need my help. You're asking the questions. When somebody says, I always go away and think about things. Do you think that might be a reason why you've continued to go round in circles? Do you think your lack of action might come from the fact that you're not decisive and you don't take action. You're not telling them. You're asking them. Asking them a question they might not answer, but they're inside they'll know the answer.

- Kevin: [20:07](#) One of the biggest questions I often hear or maybe even use myself as where else is this showing up in your life or as like a decision making. Let's say for example, we're talking about Bitcoin, let's say I was a bitcoin guy and I was going to show you how to do a bit coin and I got asked that questions. How does this show up in your relationships when you're in the pub or in the bar as we call it? If you're in the pub and you didn't want to go talk to that pretty girl, but you don't go talk to her because you got to think about it. Where else are these hesitations holding you back?
- Sue: [20:41](#) You just asking the question, so people in subconsciously coming to a decision that this is the right thing and they need to it now, so when they do make the decision, it's a very solid decision. It's not a flimsy decision. It's not one that they feel like they've had their arm twisted into. That you're reducing the chance of somebody going away and we gretting that decision because that does happen. And we talk about why call it buttoning down. We'll talk about buttoning down and making sure people are really solid before you get off the phone. The last thing you do when you, whether it's face to face or on the phone, he's got brilliant. You start, you've signed up, you paid your money. Fantastic. Okay, well I'll send you all the information. And I'll see you later. Bye. You know, actually that's when you've got to really spend time with somebody and really get, you know, we celebrate the decision that they've just made.
- Kevin: [21:26](#) I've seen both sides. I mean, I bought things and sometimes feel like now that they just processed the payment, ok next. And then I get that. Let's say somebody buys my book for an example, you know, we're not going to be having a 20 minute conversation every 100 people. I mean that's just,
- Sue: [21:43](#) Hey, somebody just invested five, six, \$7,000 in, in, you know, in their mindset or their business or their sales skills or you know, or even a weight loss program. Then that's a big decision and you know, to walk away from somebody and dismiss that, that's going to lead them feeling a little bit pain because they're like, oh my gosh, I've just paid \$5,000. Whereas you spend a little bit of time with that person, congratulating them, getting to think about the decision that just made, get them to start picturing themselves in four months, six months time. I tell people to go away. And um, however they like to celebrate, whether they have a drink or whether they have a cup of coffee or go and eat chocolate or go for a run. However you want to celebrate, you need to go and send it right right now because you've just made the major decision. Go and put a red ring around your calendar

too, because today was a day that you chose to change your life. To get people really excited about the decision that they've just made. Because the sales process is not about tricks. It's not about, you know, how do I convince somebody of something? You don't need to convince anybody. You just need to have amazing conversations.

Kevin: [22:57](#) And I fully agree. And that is what I have come to realize in writing The Winner's Code is exactly that. You have to make it a win, win for both parties and it's not a win win where you are faking or pretending or, or trying to get over on somebody, it's a true win win. They've invested in you, which is a win for yourself because now you've got some money in other income coming in and then it's a win for them because it's a true, a remarkable change that they're implementing, as you said. It could be a weight loss program. It could be a lifestyle change. It can be whatever it is that you're offering.

Sue: [23:30](#) When you have the conversations like I have. When you have the conversations and go through the Sales Success System, what happens is even if for some reason somebody doesn't move forward, timing, issue, financial issue, whatever it might, you come off knowing that you've just had an amazing conversation and that you have made some impact. When they do start working with you, when they do sign up and take those next steps, yes, you've made a sale. Yes, you've created income for your business, but when you come off the phone excited about your client's future for them. You can't wait to start working with them. You can't wait for them to start getting the results because you know what you have is going to change their life, their business. That's when you know that you've had a true authentic connection and conversation with somebody and that you haven't just gone through the sales process and you just qualify for goodness for that. You know, I can pay my bills this month. If you come off the phone live back then you just. You have just gotten just in the sales process

Kevin: [24:31](#) And that could be read as either read as a desperation ploy or something that's not authentic.

Sue: [24:38](#) Yeah. You and I were speaking just before we came live today about pricing and how to price your services. Actually the prerequisite to being able to have these amazing conversations is to really understand your worth in the first place. And also be able to charge your services charge for your results. Price the program that you deliver, the service that you deliver at a level that enables people to see real value. You'll be surprised or you might not be surprised, Kevin. You probably aren't, but I. You

know, I'm sure some people are surprised because they are. When I tell them, they said, when you raise your prices, that's when you start getting more clients because people start to see you seriously.

- Kevin: [25:24](#) Right. Because I had a lady that was early on in this season, like in the single digit episodes, and one of the things that she's that she did that she quoted her, her price to a potential client and a person that refused to do business with her because she was too cheap.
- Sue: [25:45](#) Yep
- Kevin: [25:45](#) Because they didn't think they would get value out of that then. Then our, excuse me, the first person she went to, now she charged us x number of dollars. Then she. So she was too expensive. She raised their price. Another person said she was too cheap so you can never know by the market, but you can definitely do your testing. A mentor, kind of a mentor of mine maybe. I don't know if you would agree with this or not. She basically said that once five people are willing to pay your price for your services it is time to raise your price.
- Sue: [26:17](#) You've got to be sensible with it. But you are absolutely right at some point and the value that you gave will actually go up. The more that you do what you do. The more testimonials you have, the more. I mean, I know when I was working with another coach before, yes, the program was exactly the same as it was two years ago, but the amount of extras and bonus material and experience that she'd gained over years to enable people to get results quicker, you know, justify the increase in pricing is that program became more successful. So don't think that your pricing has to be set in stone, but whatever you do, don't under price.
- Kevin: [26:58](#) That can be a hard thing to judge because most of the people that I've interviewed on the show that we talked about pricing, they always started too low.
- Sue: [27:07](#) It's hard to go up when you start too low because if you go too low, you're attracting the wrong audience.
- Kevin: [27:16](#) Exactly.
- Sue: [27:16](#) What you're working with, the wrong people. So really understanding your worth and your value and understanding your target market. I spoke to you before about the guy that I

do about doubling your rates. It's all about understanding that you need to really understand and narrow down your market. Because if you're trying to serve everybody, you end up serving nobody, you know, it's the same in marketing. But also if you're seen as a jack of all trades, people are going to pay you a generalist fee. Whereas, do you use Jack of all trades in the States?

Kevin: [27:47](#)

Yes, we do.

Sue: [27:47](#)

But it's like you want to pay a generalist price or do you want to pay a specialist price?

Sue: [27:56](#)

If you are a specialist, then it's not about having necessarily having specialist training. It's not necessarily about knowing something that others don't do. That's not what a specialist about. A specialist is about somebody that really works in one market. So therefore their product or service is defined to that market. So let me give you an example. If you think about like a physiotherapist or a physical therapist, I think you called them. Yeah, they go to university. They go to medical school. They have lots and lots of training. And if you go and see somebody, if you come and see somebody in the UK and if you happen to get private, not at the NHS where you get it free, but if you happen to go private, you'll pay about 35 to 50 pounds an hour maybe. In the states, maybe \$50 to \$75 an hour to go and see that physical therapist. They'll work with you on your back, your arms, your shoulders. After surgery if you've had an injury, arthritis, but that they'll be able to help you in any area.

Sue: [28:55](#)

But if that same physiotherapist who has had exactly the same training, then decides, actually I'm going to focus on knees. I'm going to be a knee specialists. Not only am I going to be a knee specialist, but I'm going to be a knee specialist for professional footballers or soccer players. All of a sudden I can charge 2000 pounds an hour for their services because they are focusing on one area, which means that they can really invest in specialist equipment, make sure that they're only working with the right people and all of a sudden they're seen as the go to person and once one or two footballers has gone to them, everybody will go to them. Right?

Kevin: [29:33](#)

That is absolutely true. Because once you have specialized, that's who you are known for. I am going to go a little bit beyond the scope of the show and we're actually running out of time here. One of the things, because I'm also a real estate agent here in the US. I know you guys call them an estate agents.

- Sue: [29:47](#) Estate agents. I always get tongue tied on real estate as well. I think not the real estate world the... Realtor?!?
- Kevin: [29:55](#) Yes, the Realtor. Some people call it a "Realator" but there's no second "a". I've also been in real estate myself as a realtor and I specialize when I first got started. Yes, I can help you buy your house. I can help you sell your house. I can help you rent your house, but my specialty was what is known as a lease option or rent to own or some form of some kind of owner financing or seller financing. So people that come to me or what are the ones that want to buy a house, they can't buy a house because they don't have the credit in order to get a loan or they have a bankruptcy or whatever. So I became a specialist in that real estate. Now, yes, I can still do the other stuff, like the knee guy can also do shoulders and elbows, but you know, I could still do that if there was a call for it, but you know, that became my specialty. That was my focus. I was the note. I became so well known in that industry that other agents would refer me clients because they didn't really know how to how to do that process.
- Sue: [30:51](#) Exactly. Because you did get more experience the more you do one thing and yeah, I don't know how to cope because they don't even have to learn. It is unbelievable. I think you should specialize as a vet, but, but in coaching in the service industry, if you narrow down your services, what happened is two things happen is one, people will get better results because everything that you do is tailored for them. It's not too general. So if you've got particular coaching methods or a particular coaching system, you can really tailor it to that particular person. So for example, if you're working in a weight loss for women over the age of 40 that are a premenopausal, you can make sure you can talk about that in all of your coaching modules and you can give them supplements that help with the menopause and you can give the mindset work because everything has mindset in it.
- Sue: [31:46](#) Don't care what type of coaching is. So the mindset piece can be all about age and you know, maybe not being able to get into your pre baby clothes, whatever it might be. Whereas if you're just in a general weight loss, you everything will have to be generic. You won't be able to go that deep in the training that you do. So therefore, the results that people get are actually less. So more people are going to get better results, which again enables you to charge higher rates. When you charge higher rates, people are more invested in working with you and making the results happen. They're not going to give up. They're not going to waste the investment, so it's actually a win, win, win situation. When you increase your rates. You attract the right people. You get better results for those people and those

people are far more committed. Or you can carry on charging \$50 an hour and really not know exactly who you want to work with and make life difficult for yourself.

- Kevin: [32:42](#) I'm very glad that you were saying that because I am even looking at myself, so like who is my ideal client? How can I narrow that down even further? Or like you were saying maybe the woman that may be in pre-menopause and then she may be dealing with post-menopause as well as a secondary ideal client. You may not be combining them in the same marketing campaign or the same,
- Sue: [33:06](#) Exactly
- Kevin: [33:06](#) ... but you can. You can serve other, uh, other people. It's like the knee Dr. could be an elbow doctor and could be a shoulder doctor. He can send out for the football players for this, as we call it, soccer players on the knees and knees and ankles are probably gonna be the most important because you always running. You're not really doing much with the arms, but now if you also want to do with play rugby now, okay, now you've got that other specialties as well, so you can have more than one specialty,
- Sue: [33:36](#) Yeah, it is just that marketing message. We have gone a little bit into pre-sales, but this is really important because you can't have an authentic connection and dig deep into somebody's pain and give them the reason why you add so much value if you're talking to a very general level. You've got to do the pre-work to make sure that you really know who you're serving and that marketing message is then can you know as well as always, when you're online these days you have milliseconds to get somebody's attention. You can't just put an ad with a menu of services. Know your arms, your legs, your back, your knees, whatever. Have you had an injury, do you have arthritis because nobody's going to recognize that, but if, if the, if the headline is, do you have a football injury? Or do you have a knee injury from football? Anybody that's had a knee injury from football, he's going to stop scrolling right there and then. So yes, everybody else will scroll past and I think that's the mindset shift that a lot of people have to go through. They fear that because they can help everybody, they shouldn't close the door to people, but you, you need to close the door to people.
- Sue: [34:45](#) Nobody's going to come through the door. Because nobody's going to value what you have and that's gonna enable you then to go through like the Sale Success System. You can go through a very authentic conversation because you're not trying to wing

it. You're not trying to figure out because you probably can't help everybody you talk to, but the sales conversation needs to have complete confidence. You've got a sports injury. When I, when I worked with Jeff with a sports injury, this is what we did. We went through this, we went through that. I'm going to have you back on the pitch in six weeks. How does that sound? People are going to go, perfect. Let's do it. Because you have that confidence and you can talk about it with such clarity. I like to use analogies like that because most people can relate to them. It really doesn't matter whether you sell websites, whether you're a coach, whether you sell some kind of other service. You can be for an accountant or a lawyer. It's exactly the same thing. It's just having that confidence to really care about the person that you're talking to.

Kevin: [35:48](#) Yes the confidence and the care. The care for the client. Like you said, it doesn't matter if you're an attorney or massage therapists or you know, whatever it is. People are coming to you for a reason. As long as you show them that you do care authentically and have the confidence that you have the ability. I mean, the last thing you want to do is have an attorney, or I guess you guys call them barristers, is to have an attorney or a barrister that's very shy and won't stand up. Do you want him in your court if you had to go o court. Do you want him to be there for you representing you? Well, Sue we are basically out of time. If somebody wanted to be able to get your Sales Success System or want to hear you, hire you for your coaching services? How can, how can they find you?

Sue: [36:29](#) Well, you can go to the website, first of all, everything is on there. That is [www.SueRichardsCoaching.com](http://www.SueRichardsCoaching.com). I do have a Facebook group as well, which is more of a community and you can just go in. Yeah. I don't know if you'll put the link in there, Kevin, but if you just searched the Coach's Success Club. Uh, it's like it's not just for coaches. It's all about people that are just have any kind of service because we're all experts in our field, which is why I used the word coaches. And Coaches Success Club. In there is where I share lots more information about sales and the sales process, but we also share and collaborate on how to grow our businesses. So we have technical experts, marketing experts, copywriting experts all in there as well. So people are welcome to come and join the club there and they that there you'll get a lot of information about the Sales Success System and also my free guide to how you can double your rates with confidence in charge of your value.

Kevin: [37:25](#) So her website, again is [www.SueRichardsCoaching.com](http://www.SueRichardsCoaching.com). And you can also find her on Facebook by searching Coaches Success

Club. And the URL will be down below in the description for both your website as well as for the Facebook group. And I know that's how we met. That's how we started talking was because of your Facebook group and providing value. I joined because I was expanding my business. I was providing value there. And just to let you guys know, it doesn't matter where in the world that you are. I'm deliberately doing interviews from people not in the United States right now because I just want to show that the world is interconnected.

- Sue: [38:11](#) The world is getting smaller.
- Kevin: [38:11](#) Yes. Yes it is. And I mean because I've had people on the show from Australia, from Russia, from the UK like you are now. And just recently I had a lady from Spain and some people in South America. I am having a gentleman from Johannesburg coming on. So it's just showing just how interconnected we are and on, and on her Facebook group or Facebook page, I guess it is a group. Um, it doesn't matter where you are. I mean we all have very similar, similar challenges. So it doesn't matter the language you speak or what have you.
- Sue: [38:43](#) Exactly. Yeah, it is universal. Just come and join and you can add value as much as you can take value, which is what I love about the group. We're a group of collaborators. Really. Community,
- Kevin: [38:56](#) Yes. Yes. And give value or at least see what's out there and saying learn from other people's questions or mistakes or challenges.
- Sue: [39:04](#) Exactly. Yeah.
- Kevin: [39:05](#) Okay. So again, you can find her online as [www.SueRichardsCoaching.com](http://www.SueRichardsCoaching.com) and she does do coaching as well as sales coaching as well. My name is Kevin Dunlap. I do actually business coaching and my main thing is helping men and women, mainly women that said appears make the transition from Corporate America to become an entrepreneur. So that's a mindset shift. That's why I'm writing the book and then people like Sue here could help you double your double your revenue or at least start getting revenue and your new business while you're making that transition from the corporation to your, to your own business. e
- Sue: [39:38](#) Absolutely, yeah.

Kevin: [39:38](#) Okay. Well I want to say Sue, thank you for being on the show today. Any last words for our audience before we say goodbye to everybody?

Sue: [39:46](#) Just have confidence, it's my number one rule. Have complete confidence in everything that you do and people will feed off that and they will want to work with you because of that.

Kevin: [39:57](#) Ok, just have confidence as that's a very good thing because yes, and that may take. That may take some time to be able to have confidence if you're just starting out because you, you're, your system may be unproven, but at least if you know that you start seeing people make changes in their lives, that doesn't, again, it's a matter of providing a service or a product. When you see people start making change in their lives for the better, that would just reinforce your ability to have.

Sue: [40:22](#) Yeah, It's micro steps. You know, you can be confident without feeling confident and that's a whole nother podcast.

Kevin: [40:31](#) We will have to have you come back on the show here now in a couple months and see how things are going with you. Well, everybody again, please go ahead and hit the subscribe button. Leave a comment below. Let us know how you feel about the show. Would let us know what you thought of Sue or even myself. And I think, I think we had a very, I think you gave us some very valuable information where we ran almost 40 minutes now. Forty two, a 30 minute show with we went a little long with but that is perfectly okay. And I do want to say everybody, thank you for tuning in and again subscribe to our show so you can hear some more incredible people and Sue again, thank you for being on the show.

Sue: [41:09](#) Thank you.

Kevin: [41:09](#) All right, goodbye everybody.