

The background is a vibrant, abstract composition of various colors including red, orange, yellow, green, blue, and purple. These colors are blended together in a way that creates a sense of movement and depth. A large, soft-edged heart shape is formed by the green and blue hues, serving as a backdrop for the main title.

SELLING FROM YOUR COMFORT ZONE

The Power of
Alignment Marketing

STACEY HALL

Foreword by Sam Horn, CEO of the Intrigue Agency

Selling
from Your
Comfort
Zone

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Selling from Your Comfort Zone

**The Power of
Alignment Marketing**

STACEY HALL



Berrett-Koehler Publishers, Inc.

Selling from Your Comfort Zone

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Berrett-Koehler Publishers, Inc.

1333 Broadway, Suite 1000

Oakland, CA 94612-1921



Tel: (510) 817-2277, Fax: (510) 817-2278

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This book would not have come to be without the thousands of members of the sales and marketing industry who have tested my Alignment Marketing™ Formula and proven that more sales, satisfaction, and success are produced when we grow our business from within our comfort zone.

They are represented by these five winners of my contest to name this book. Next to their names are their top three core values, which form their comfort zone:

Enda Jones—honesty, respect, integrity

Rachel Rideout—honesty, love, freedom

Toni Taylor—wellness, integrity, authenticity

Joe Vular—integrity, authenticity, perseverance

Eric Yaillen—knowledge, honesty, integrity

My gratitude to each and all is everlasting.

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Foreword

ONE OF THE SIGNS OF A GOOD BOOK is it stays with you.

Stacey Hall's book does just that. It causes you to question everything you thought you knew to be true about sales.

Many people are uncomfortable selling. They feel it is manipulative, coercive, a means to our end. Most salespeople are taught to *push* through this discomfort. They're told, "You've got to get *out* of your comfort zone if you want to succeed." The insinuation is that doing what doesn't feel right is somehow noble. The underlying message is that the more you get out of your comfort zone, the more you'll get used to it, and the better you'll get at it.

But what if that premise is wrong? What if the key to selling with integrity is to get *in* your comfort zone? What if the way to ethical influence is to clarify your core values and integrate them into your sales interactions so you feel good about what you're doing?

That's not idealistic—it's realistic. Ultimately, we're all in sales, so anytime we make a request or a recommendation, we're selling. We sell every day—at work, at home, online, and in public.

If we want to genuinely connect with people and make a positive difference, we will embrace this disruptive approach to persuasion and get *in* our comfort zone.

Get ready to go deep and take notes, and prepare to change the way you approach others and the way you do business.

The good news is when you get *in* your comfort zone and act in alignment with your core values, other people are more likely to respond in kind. And that's a win for everyone.

Sam Horn, CEO of the Intrigue Agency

Preface

MY DAD WAS IN SALES ALL HIS LIFE, and I had a front-row seat to watch how the stress took a toll on him.

I watched him use the old-school tactics most sales trainers still teach today. With this approach, people are known as *targets*, which bothered my father. He enjoyed people. He enjoyed getting to know them. He was a good listener, always had a kind word, and did his best to find a solution to their problems.

He did not enjoy using the warlike tactics he was told to use. I know this because I grew up with the audio programs of these trainers playing in my home and when I was driving in the car with my dad.

He listened constantly and intently and attempted to do what the trainers and his sales manager told him to do. At the end of each day of making calls, this selling style did not sit well with him. The aggressive, win-at-all-costs approach was not in alignment with his nature.

It has never been with me either. That is why my goal in my career is to make sales in a way that feels good to both me and my prospects from the start.

If you have ever thought the following ideas to yourself, you are not alone:

- “Why am I being taught to expect constant objections instead of how to have my prospects want to say yes to me?”

- “Why do I have to go so far out of my comfort zone to do what my trainers, coaches, and managers are telling me to do to grow my business?”
- “Why is my sales team not achieving its sales quotas no matter how much training I give them?”
- “Why is it so hard to find good salespeople for my team?”

If you have these worries, you are in the majority of salespeople who are tired of disrespecting their core beliefs and who now refuse to use pushy and spammy sales approaches. More and more of them are leaving the sales industry for jobs that feel more purposeful and of service. This mass exodus is a shame because salespeople are meant to be solving problems, providing solutions, and helping make lives and businesses more successful. Salespeople can make a huge difference in the world!

If you are tired of spinning your wheels and wasting your time in dead-end cold-call conversations attempting to convince strangers that your products and services are exactly what they need, then it's time to get back into alignment—with yourself, your products and services, and your prospects. Too many people have problems that are not getting solved because you have been taught to use outdated, ineffective, old-school sales tactics that are instantly rejected.

Recent studies show sales training is linked to employee satisfaction, employee motivation, employee retention, sales results, company culture, and enterprise agility. Sales training that is not producing an increase in sales is having a negative effect on every aspect of a company.¹

Now is the time for a more satisfying way to build relationships that result in sales. In this book, you will find a much more enjoyable and successful way because you will discover that your power and profit lies within your comfort zone—not by getting out of it.

I wrote this book for every

CEO

Vice president of sales

Sales director

Sales manager

Business development specialist

Account growth manager

Client engagement specialist

Inside sales account executive

Outside sales account executive

Marketing director

Marketing manager

Relationship manager

Team leader

Store manager

Retail sales associate

Customer service manager

Customer service representative

Telemarketer

Coach

Consultant

Author

Network marketing representative

This book is also for anyone who wants to become a better communicator and create healthy and productive relationships with others, including those with different personalities, cultural background, and opinions.

The tips and strategies contained here are designed to help you discover and keep you aligned with the following:

- Your core values, personal strengths, and sense of *purpose*
- Products or services you are selling and the company's mission
- Your audience and its needs and wants
- Solutions to your audience's needs and wants

You will also discover the Alignment Marketing Formula (Alignment + Belief \times Consistency = Sales, Satisfaction, and Success), which has been proven to work by the thousands of people who are practicing this strategy to stay in their comfort zone to make sales, feel a greater sense of satisfaction, and achieve the success they desire and deserve.

Lastly, you will find a simple, easy-to-implement daily practice of maintaining your alignment and gently expanding the circumference of your comfort zone to avoid feeling overwhelmed as you attract and manage an ever-increasing amount of abundance.

I look forward to hearing that you, too, experience more sales resulting from stronger and more satisfying relationships with prospects who quickly become your customers.

I wish you an abundance of yeses every day, every week, every month, every year, and for all the years to come.

INTRODUCTION

Why Your Comfort Zone Is Your Power Zone

ONE OF MY CLIENTS RECENTLY SAID her previous coach told her she “had to get out of her own way to be able to make a sale.” We have all heard this advice as well and done our best to “get out of our comfort zone” to try to be successful doing something others have told us we “should” do. This book destroys this long-held myth.

For decades now, sales trainers have all been teaching methods of getting sales that primarily rely on being pushy and learning scripts on how to overcome objections. This approach has been used for decades to teach how to “control” a conversation.

For many people, this idea of controlling a conversation means “controlling another person,” which produces feelings of anxiety, which then decreases the likelihood of a successful sale. This same approach has been described over and over by salespeople—and potential customers—as her inauthentic, pushy, and spammy.”

In her article “Buyers Speak Out: How Sales Needs to Evolve,” Mimi An recaps the results of HubSpot’s 2021 Sales Enablement Report: “In an unaided, open text question asking respondents to

describe sales, HubSpot Research found there is still a strong association with salespeople being overly pushy and aggressive.”¹

Being pushy is also one of the greatest fears of those in the sales industry because it requires them to

- Go against their natural way of building relationships
- Be out of alignment with what they have been taught about treating people the way they want to be treated
- Learn skills to help them be successful in risky and uncomfortable situations

Hundreds of articles have been written and countless studies have been conducted by psychologists, psychiatrists, doctors, and researchers that prove that taking stress-producing risks creates more anxiety.

These training techniques force salespeople to go outside their comfort zone. In doing so, they tend to feel they have to bend themselves out of shape, which causes them to be out of alignment with their core values.

Strong feelings of worry negatively affect self-esteem, which leads to a lack of confidence and a lack of sales. The fear of being pushy is also the reason for frequent turnover in the sales industry. No one enjoys feeling defeated and rejected over and over. That is why so many people quit after being trained in these spammy sales tactics.

Of course, we can remember a time we found a way to actually do what looked like getting out of our comfort zone. If we were lucky, we found we enjoyed it. But, we reached that point only because we simply found a way to expand our comfort zone, not leave it entirely.

As an example, I did something that looked like I was stepping beyond my comfort zone when I went snorkeling at the Great Barrier Reef. I am not a good swimmer, and I was incredibly uncomfortable and nervous—I had not done anything like that before. And yet I was not going to pass up the opportunity to see the coral and sea life up close.

In actuality, I did not go beyond my comfort zone. I simply expanded it a little bit by doing something I really wanted to do yet had not done before. I took a quick snorkeling lesson, and I stayed in close proximity to the tour guide to feel safer. I accomplished my goal of checking off an item on my bucket list.

You could compare the expansion of my comfort zone to the elastic band in a comfy pair of sweatpants, as my friend Koriani Baptist does. The waistband has some flexibility to give a little more room to grow and move when our waistline expands a bit. Our comfort zone is also like a rubber band. Each one is created with a specific circumference to perform its task. Because it has some flexibility, it has the capacity to expand a bit beyond that circumference and still be fully functional. However, if it gets bent out of shape or is expanded too far—meaning it goes outside its set comfort zone—it snaps, breaks, and is unable to perform the function for which it was created.

What do rubber bands and sweatpants have to do with selling? Everything!

The call is growing louder to end practices that feel pushy to prospects and customers and push salespeople to their breaking point. Our comfort zone's expandable circumference allows for personal and business growth. To support this fact, the article "Women in the Workplace: Why Women Make Great Leaders and How to Retain Them," released by the Center for Creative Leadership, refers to research that proves people prefer personally meaningful work that connects to their values, purpose, and work-life balance. According to the article, they want "a specific type of employment that social scientists refer to as 'a calling.' Callings are jobs that people feel drawn to pursue; find intrinsically enjoyable and meaningful; and see as a central part of their identity. Research shows that experiencing work as a 'calling' is related to increased job satisfaction."²

For this reason, you will find within this book a new and simple sales training—a process for gently expanding your comfort zone to

stay flexible and resilient throughout the selling process, including in the face of customer objections, by remaining in alignment with your calling.

By attuning with your purpose, you will discover how to be in alignment with yourself, what you are selling, your prospects, and what you are saying to your prospects.

This is what I mean by “selling from your comfort zone,” which I call “Alignment Marketing.” This book will guide you through the Alignment Marketing Formula:

$$\text{Alignment} + \text{Belief} \times \text{Consistency} = \text{Sales, Satisfaction, and Success}$$

This paradigm-shifting approach steers salespeople away from using pushy and spammy sales tactics, which are outside of your natural comfort zone. It instead teaches you how to bring meaning to your role as a salesperson by solving problems as the first step in building relationships with your prospects.

Using this formula, you will build confidence and find the positive energy needed to achieve your goals. The more motivated you are, the more likely you are to stay in action, allowing you to grow gently and stretch comfortably daily to achieve larger and larger goals without reaching your breaking point.

By working within and expanding your comfort zone—by being in alignment with your core values and personality traits—you will have more confidence, more energy, and more courage to achieve your goals, which greatly increases the likelihood of making sales, experiencing satisfaction, and achieving success.

I love the reaction Sam Horn, CEO of the Intrigue Agency, had when I told her about the Alignment Marketing Formula. She said, “It’s how to shift from incongruent to the congruent, from what feels wrong to what feels right, what is uncomfortable to what is comfortable, what we do our best to avoid to what we welcome and approach, and from making sales poorly to making sales well.”

To support you in staying in action, each chapter explains how to stay in alignment with yourself, your company, and your ideal audience or prospects.

You will create your personal alignment strategy following these steps:

1. Identify your unique strengths and your purpose (or calling) for representing the products and services you choose to sell.
2. Craft your personal brand that both aligns with your company's mission and yet identifies who you are, what problems you can uniquely solve, and who you want to serve (your ideal audience). This defines the circumference of your circle of alignment.
3. Develop your certainty and confidence of your ideal audience and the problems (also called *pain points*) they want someone to solve.
4. Locate and connect with the people who match your ideal audience profile—whether in person or online. With this new Alignment Marketing Formula, you will never again spam your friends and family. Even better, you will learn how to start conversations with people who have been waiting to meet you.
5. Spark emotionally compelling engagement with your ideal prospects—whether in person or online.
6. Transition the connection with your ideal prospects through the Know, Like, and Trust stages all the way to the sale and beyond to a long-term profitable relationship that continues to be mutually satisfying to you and your customers or clients.
7. Practice a daily routine of alignment to gently expand the circumference of your comfort zone to avoid feeling overwhelmed as you attract and manage an ever-increasing amount of abundance.

Over the many years I have been coaching thousands of sales representatives in using the Alignment Marketing Formula, my clients report the following: