



## Papa Rock Stars Podcast

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### [Episode 017] Sharing Not Selling

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I hear it all the time – “I’m not really good at selling things.” Let’s talk about how to be a Shares-woman instead of a saleswoman.

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### Training:

When I think of a sales person, I kinda get an icky feeling in my mouth. Maybe you know what I mean. The image of that pushy, irritating used car sales person comes to mind. They could care less about who you are or what is best for you and your budget. They are ALL about the SALE.

It is no wonder that when we think of sales, we get the heeby-jeebies! THAT is definitely not the kind of person that I want to be. So let’s talk about some things that we can do to help us become people who SHARE and CARE instead.

#### Matching items –

One way that you can give your customers GREAT customer service and show them that you are all about helping them is to share items that match with them. This sounds harder than it is. It’s actually quite easy. If you see them looking at a necklace that has a matching bracelet, walk over and let them know. Say, I have the CUTEST bracelet to match that necklace while walking over to grab the bracelet and hand it to them (and here is the secret part!), now WALK away! If you stand there and watch them, it makes them feel more pressured into buying the bracelet and necklace. Walking away releases that pressure and gives them room to shop. AND it also lets them know that sometimes you have matching sets so that if they ARE looking for a match a little later on, they will know they can ask you!

#### Give Compliments –

Whether you are at a party, event or just running errands, if you see someone who is doing something you like or is wearing something you like, let them know!! You can never hear enough that your outfit or hair is cute! It is a great way to spread a little love in your life and a great way to strike up a conversation. If you are at a party or event,

this is a great way to break the ice. Compliments make the giver feel great and the receiver too!

### **Greeting guests –**

When guests arrive in your booth or at a party, walk up and greet them! Shake hands and ask their name. This helps to break the ice and then they will know who to look for when they have questions or are ready to check out. This help you know each of the guests a little better too. You can strike up a conversation and get to know the guests a little better this way too.

### **Ask Questions –**

When you are getting to know your customers, there is no better way to find out more about them then asking questions. Questions are another great way to find out if someone would be interested in hosting a party or joining your team. When you ask questions people feel less like you are forcing an option or opinion on them and more like they have a choice to say no.

### **Listen –**

Its easy to overlook this item because it is so simple. When you truly listen to what your friends and customers want, you will be able to help them much better! This is a really easy way to let them know that you care.

Think for a second about telemarketers. When they call, do they actually listen to what you are saying? Nope. Their job is to get a sale. Regardless of what you say, they are to push through. They are REQUIRED to get AT LEAST 3 no's. At least. They will keep pushing and pushing until either you hang up or buy. End of story. And this is why telemarketers are a classic example of being pushy! Sales over service.

Put your customers needs and wants above the sale and your business will explode!

## **Show Challenge:**

Make a conscious effort to greet each of the guests at the next party or event you do. Compliment them. Strike up a conversation! Let us know your results.