



EP. 116

## **Sales Mindset: What You Need To Know Before Selling Your PMU Course, Microblading, Or Any PMU Service Honestly**

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podcast notes at: [www.sheilabella.com/116salesmindset](http://www.sheilabella.com/116salesmindset)

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### **Sheila Bella:**

Hey PMU friends. Listen, I don't talk about or promote anything on here that I don't believe in or use myself. And right now I got to say my favorite place to shop for quality PMU and beauty supplies is HYVE Beauty. They have the best selection. And my favorite part about shopping at [HYVEbeauty.com](http://HYVEbeauty.com) is getting the package. It feels so personal. It always makes me so happy, opening up a HYVE package from the mail because it feels like I'm getting a package from a friend. I don't know how they do it, or make people feel this way, but they manage to do it with thousands of happy customers all over the US and Canada. And I'm definitely one of them, and you should really go check it out. So you know what I'm talking about. And if you want to save 15% off storewide, guess what? Today's your lucky day. Just type in the code at Sheila S-H-E-I-L-A 15 and get 15% off storewide. So check out [HYVEbeauty.com](http://HYVEbeauty.com). Link is in the show notes.

The weird part about sales is that the more you care about closing the deal, the less likely you are to win their business in the end.

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Welcome to Pretty Rich Podcast where you're totally the heroine of your own story. I'm your host, Sheila Bella. And I built a seven figure PMU beauty biz, and a seven figure online biz without a degree, without a fancy website or a sugar daddy.

And if you and I hang out on here long enough, you're going to start to believe that you can do it too. How about that for a side effect of listening to this podcast? Because you really can. I know you think, "I don't know you. I have no idea who you are." But I do. I really, really do because I am you, I was you and I believe we are all on the same journey together. My perfect job didn't exist, so I created it. The job I wanted, wasn't hiring me, wanting nothing to do with me. So I skipped the line and hired myself as CEO. Just like you can. So consider me your secret beauty biz BFF in case you need to be reminded on a weekly basis that power is never just handed to you, you have to take it. Are you ready beauty boss? Let's jump in.

Happy freaking weekend. You guys, it is Friyay. It's Friyay. It's pretty cool because I feel like my life is a seven day weekend. What? That's what happens when you're your own boss, like truly your own boss. Today, we're going to chat about my favorite topic, which is sales.

Beauty professionals don't typically think that they need to focus on sales. You didn't get into the beauty industry because you love sales so much. No, you love beauty so much. You like makeup. You like making people feel good, but you don't like selling. No, that's not your thing. Most people, but guys, it's all about sales. If you want to be successful in any business, you have to learn sales. Sales should be the focus, honestly, because sales is the oxygen of any business. If you are not where you want to be, as far as financially, it's probably because you haven't implemented a repeatable sales process and you haven't focused on conversions and sales in your business. If you're stressing out about clients, it's because you haven't made it a priority to get the clients. And there's a very strategic way that we teach this inside **Pretty Rich Bosses**. But today I'm going to give you my tips on sales, the mindset, more so behind it.

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Now, it doesn't matter what you're selling. If you're selling brows, lashes, if you have training, especially if you have training that costs several thousands of dollars, you need to get on the phone with your prospects, just because you post, "Hey, I have a four day microblading training coming up in December." Just because you post that you can't expect for people to just sign up, get on the phone with them. And when you get on the phone with them, you can't care too much about closing the deal. Not too much, because the more you care about losing the deal, the less likely you are to win their business or get that enrollment in the end. The funny thing is, the less you care about making the sale, the more likely you are to get that customer, because I don't think of sales as a sales conversation.

I think of sales as a strategy conversation. How can I get this human being out of the hell that they are in, into the heaven that they crave? I know this episode is just getting to the good part, but hold on a second, I wanted to stop and ask you if you ever feel like a brow or lash robot. Are you constantly grinding, but you're never, ever free? You're the slave girl to your own business. Listen, you and I both know that the reason why you got into the beauty business to begin with is so that you can be your own boss. But if you're slaving away as a solopreneur, you're basically a slave to clients. Maybe you will know that you need to scale. Maybe you know you need to grow and expand, but you just don't know where to begin. The three things that every business owner needs in order to grow our strategy, systems and support.

You can't grow without all three strategies, systems and support. Enter Pretty Rich Bosses, my one-on-one coaching program that helps beauty entrepreneurs, just like you scale their businesses. So if you feel like a factory worker, brows, lash, brows, lash, brows, lash, and you're just surviving, but not really living. I can help get you there, which is a little bit of guidance. We are offering complimentary 60 minute strategy calls. All you need to do is go to [sheilabella.com/apply](https://sheilabella.com/apply). That's [sheilabella.com/apply](https://sheilabella.com/apply).

Do something the others aren't doing. Invest in yourself, invest in your business. Stop asking for advice from people who haven't done it themselves, super easy. Type in your information, and someone from my team will get back to you and set up that free call right away. Mentorship is the closest thing to a shortcut. You can't Google

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your way to success. You could, but it's going to take a while. Take a leap of faith, go to [sheilabella.com/apply](https://sheilabella.com/apply).

I think of sales as a coaching session, honestly, because they're coming to me for help. They're coming to you for help. And basically the result of that conversation is going to be, "Well, you should enroll in my training. You should enroll in my program." Or, "You should go get your brows done." You just need to coach people through their goals and be honest with them about what it's going to take for them to reach those goals. Stop focusing on making the sale, just focus on telling people the truth. You can't be afraid to lose this prospect because maybe not a lot of people show interest in your training very often, but you can't care about that. You just need to focus on telling them the truth. You can't focus on saying the wrong thing because it's going to quote. Unquote, scare them away. You have to just tell the truth at all costs.

Also, if you stand by your product and you know that your work is going to help your prospect/friend get from A to B, there's really nothing to fear. You can't possibly say the wrong thing. It's just you being real with your friend and helping them. Don't be afraid of sales. Focus on helping, focus on telling the truth unfiltered, no sugarcoating and just flat out honesty. Listen, you want to get from A to B, well, this is what you're going to need, and this is how my service, my course, my product is going to help you. That sales conversation or now it's a coaching conversation should be of use to them. It should be one step closer. It should bring them one step closer to their goals.

Being of use to people, being useful is to be honest with people. While every other sales person will dance around ideas, trying to flatter their prospects, that's not my style. And I guarantee with this single mindset shift, you will have a higher close rate. If you quit being afraid and just start telling the truth in a loving, but no nonsense way. You got to be transparent. So don't think of this as I have to get good at sales, just get good at telling the truth and the success of your business depends on your ability to sell your sales skills, your ability to tell the truth and effectively. Everything from your profits to the effectiveness of your marketing relies on your ability to sell. And just because you're in the beauty business, doesn't mean that you don't need

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this skill and you can't be afraid of rejection or well, you can be, you can do whatever you want. You can't let it cripple. You have to accept the reality that no is normal.

Remember, only 25% of leads actually become sales most of the time. Even in the most competitive industries, the percentage of no's is going to be greater. So that's why you have to get good at generating leads for your business. Regardless what business you're running, you're likely to get more rejections than closes. Think about it, is your fear of rejection stronger than your desire to win and run a successful business? Remember that you getting good at sales allows you to do more of what you love best.

Maybe right now I've sparked a little bit of thought in you that, "Okay, maybe I do need to get better at sales, even though I'm in the beauty industry, this is making sense to me," but you want to dive a little bit deeper. Maybe you want my scripts, my scripts that's going to make it practically brainless for you. Sales scripts are a great place to start. If you don't have a whole lot of experience with sales on the fly, a script might be really helpful. And that's exactly what I'm offering you today.

Grab my **free microblading sales script**. And honestly, it doesn't even matter what you're selling. You just replace the word microblading with whatever it is that you're selling because the psychology of sales is the same. So if you want in, on this completely free script that I'm offering just the listeners of this podcast episode. You have to text me the word free sales script. Text me the words free sales script to area code **(310) 388-4588**. That's area code **(310) 388-4588**. Just text me the words, free sales script. And I will text you back the link, plus you can get on my text list and we can be connected via text message, hello?

And it's really me thank you very much. This goes to my phone and I can actually text you back like a normal human being. I'm going to put that number in the show notes, just in case you need to see it, and that's it for today's mini episode of Pretty Rich Podcast. Have a great weekend you guys. I'm soaking up like the last couple more days I think of this warm weather in California. I have a feeling that starting next week, it's going to start really cooling down. God bless you guys. Until next time.

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Hey, thanks so much for listening to today's episode of Pretty Rich Podcast. If you want to continue the conversation longer, check me out on Instagram. It's my favorite place to connect with you guys, [@RealSheilaBella](#). I'm happy to answer any of your questions or simply to chat and get to know you better. And if you end up doing something super awesome, like screenshotting this episode and re-posting in on your stories, that would put the biggest smile on my face. Don't forget to tag me.

I appreciate every share and love feedback from my listeners. Also, do you have my number? Do you have my number? Because if we're going to keep hanging out, you should probably have my number. So you can actually text me, that's right, you can text me at **(310) 388-4588**. And if you're sick and tired of doing business alone, and you're interested in accelerating your success by hiring a business coach or joining our mentorship program called Pretty Rich Bosses. Go ahead and just apply. Why not? Just check it out? Go to [sheilabella.com/apply](http://sheilabella.com/apply) and we'll schedule a free strategy session with either myself or one of my advisors. And of course I got to include my kids. So, here to send us off are Beau and Grey.

**Grey:**

Hello.

**Sheila Bella:**

Grey, say, "Share with your friends."

**Grey:**

Share with friends.

**Sheila Bella:**

Please review my mommy on iTunes.

**Grey:**

[inaudible 00:15:33] mommy iTunes.

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**Sheila Bella:**

Thanks for listening.

**Grey:**

Thank you for listening.

**Sheila Bella:**

Hey Beau, can you tell everybody what our family motto is?

**Beau:**

Yeah. I can do hard things.

**Sheila Bella:**

I can do hard things. Good job, buddy.

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