



Speaker 1 - **00:08**

This is the infinite receiving podcast helping conscious leaders like you tap into a wealth of abundance across all areas of your life and business. My name is Susie Ashworth. I am a single mum of three and author of the Sunday Times bestselling book infinite receiving. Crack the code to conscious wealth creation and finally manifest your dream life. On this show, I'll be sharing with you how you can upgrade your identity and your reality to create the life that you have been dreaming of. Because you are ready to be an infinite receiver.



Speaker 2 - **00:54**

I love sales, but here's the thing. Whilst of course people buy from people that they know, like and trust. And so that trust piece around you feeling authentic is really important if you are trying to be something that you are not, because you think that you need to be something that you are not in order to sell stuff. That is why sales feels so exhausting. Let me know if that makes sense. The reason it's exhausting is because you're putting on a facade, because you've decided that you are not good enough as you are to sell and have people want to buy from you. The first thing that you have to get super clear on is that in a service based role like this, my transmission does matter. Like, it does matter. So that means that I am part of the equation.



Speaker 2 - **01:52**

But what is also true and what I teach people in high ticket is that you're not actually selling yourself, you're selling your system, you're selling the product, you're selling the service. And so my question for you is, do you love the thing that you are selling? This is important. We've been through so many offers as a company, and when I think about my kind of lower to mid ticket, so that's the high ticket offer incubator, and then the certification program. And then obviously the mastermind know that each of these products on its own will change anybody's life. Like, if you're ready to make the commitment, it will absolutely change your life. So it's easy for me to be excited about it. It's easy for me to be enthusiastic about it.



Speaker 2 - **02:43**

I'm not like, I don't need to fake it because I fucking love those offerings. And part of the reason that I've had people selling at the highest level that they've ever sold in this incubator in like four weeks, five weeks, is because of the way that we crafted the offers. So people were really able to see that they put together something. I call it the sexiest offer that the world has ever seen. People were really able to see like, oh my God, this is so good. And that is so powerful when it comes to selling has really very little to do with them. Transmission is important. Like, it's a sprinkle on the top, but it's a system that I am enthusiastic about.



Speaker 2 - **03:26**

Even if you never say another word to me, I know that you can go through this program and you will get absolutely incredible results. If you just follow the system, you know, at the highest level where people are purchasing access to me, then, you know, I'm involved. It's my energy. It is my eyeballs on your stuff in a very personalized way. So that is more of a two way street. You know, when anybody is into something, you know, somebody's like, really into football or they're really into their knitting, they're really into their thing. Like, and you ask them a question, they're not wondering how they look or how they come across or whether they're saying they're right thing. They're just like, you just feel the passion. They're like, I've been supporting Arsenal since I was five years old.



Speaker 2 - **04:12**

One of the most exciting things for me that I will ever remember is when me and white were there and it was a left one and it was a right one, and then somebody headed it. Ball. The ball went into the net and it was fucking amazing. You know, it's like you get excited because they're excited. They're not thinking about themselves. This is the thing. You call it a lovely product, and so is it your product that you have created or are you selling something for somebody else? If it's your product that you have created, what I invite you to do is really just ask yourself, what are all of the roadblocks that prevent people from getting the result that they want? And where in my program do I offer a solution to help somebody get over that roadblock?



Speaker 2 - **05:00**

And the more you are able to do that level of problem solving, the easier it becomes for you to be confident about what it is that you are offering. So, you know, the crafting of an irresistible offer, I think that it is often underplayed when it comes to confidence in sales. Which is why, by the way, day two of infinite receiving live, we are going to be either upgrading or refining your current high ticket offer or creating your first one in the room on the day and breaking down all of the steps that you need to take to make something absolutely amazing.



Speaker 1 - **05:44**

Thank you for listening to infinite receiving with me, Susie Ashworth. I'd love to share with you my infinite receiving activation audio. Go to susyashworth.com activateinfiniteceiving.