

Ep #347: How Assumptions Can Cost You 200k in Sales



Full Episode Transcript

With Your Host

Stacey Boehman

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Welcome to the *Make Money as a Life Coach*® podcast where sales expert and Master Coach Stacey Boehman teaches you how to make your first \$2K, \$20K, and \$200K using her proven formula.

Welcome to episode 347. I am having a baby, as I said in my last podcast episode, and things have not gone as exactly the way that I thought they would or even the way that baby number one went. And as is normal and happens. But I had a really hard third trimester. And a lot of my students have been kind of looking at how I've been navigating this pregnancy. It's had a lot of complications. I've been really sick, and I've really triumphed through a lot of it. I was just talking to my coach, and she was like, I honestly, frankly, am like blown away by what you, who you've become, and what you've accomplished, and how you have overcome every single one of these challenges along the way, like, who are you? And that is truly how I feel.

And I had a really amazing maternity plan scheduled, and I didn't get to all of it because my third trimester was just so physically demanding and difficult. And it turns out I'm having my baby a week earlier than anticipated. So, I had originally planned to launch 10 episodes on the 10 top lessons I have from being in business for the last 10 years. So, lots of 10s. And I was going to release that during my maternity leave, and I have several of the episodes done, but not the completed collection. And so I have made a CEO call and decided to wait and launch those when I come back from maternity leave and can really give them my full force and attention because they're so good. Like each lesson, I'm so excited to reveal to you.

In the meantime, during my maternity leave, I'm going to be very kind to myself and not require that I produce content. So we're going to release some of our top episodes of the podcast that I have been most recently referring people to.

So if I'm in my Entrepreneur Series, if I'm in my 2k for 2k, my 200k Mastermind, my 2 Million Dollar Group, when I'm giving them supplemental

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podcast suggestions to the coaching that I'm giving them, like, hey, I highly recommend you listen to this episode, or there's an episode on this topic. I've paid attention to those episodes, and we're going to air those specific ones that have been actively coming up for students in my containers in the last few months.

Because I know some of you may have listened from the beginning and listened to all of them, and could use a refresher. And I also know many of you just start with whatever episode you find me at, or you skip around, and you don't always listen to all of them. I don't expect that you're listening to me every single week, all of the time. Many of you are. But you might have missed a few.

And so, this is a really great opportunity for me to curate a list for you of, if you have not listened to these episodes, these are ones that are actively being advised for my clients to listen to right now. Like these are actively being useful for the people who are in the work with me right now.

So that will start next week.

However, before I officially leave for maternity leave, I wanted to air a Facebook Live that at the time of recording, I recorded yesterday, that is super fun and has gotten a ton of interaction on my social media. If you follow me on Facebook or social media, you are on Facebook or Instagram, you may have already seen this Facebook Live, but if you don't, I know I have thousands of listeners on the podcast that may not follow me on social media.

If you're not, I don't know why. You should definitely be following me @staceyboehman on Facebook and Instagram. The Stacey Boehman that has a blue check mark. There's lots of people trying to hijack my accounts, but it's, I have the blue check mark.

So if you don't follow me, I want to make sure everyone hears this message for a couple of reasons. Number one, I think it's fun sometimes to hear me

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give curated content. And then I think it's fun sometimes when I'm feeling a little bit saucy and rowdy and delivering something off the cuff. And this was certainly one of those live streams. I had just gone to a Porsche dealership to potentially buy a very expensive car for myself and got treated pretty ridiculously. Like I was miffed, shocked. I mean, couldn't believe the things that were said and done.

One of the things I left out in the live stream is that the very first thing that happened is the guy walked us directly to a used car that was three years old. It was just a really interesting thing to start with, without asking someone if they're in the market for a new car or a used car, to just assume that they are looking for a used car.

But the live stream details everything from that moment on, all of the comments, all of the passive aggressiveness, all of the diminishing of me as a woman who is well-resourced and has money of her own. And just the shocking experience of it all. But the reason I shared it is because I really felt compelled to share my selling philosophy that I have talked about on the podcast, and will be the first episode MVP that we play after this one. So next week, my selling philosophy will be the one that we, the way that I think about selling on consults and selling to my clients, and even the way I sold when I was selling mops in Walmart, the way that I thought about that. I give some stories in the live stream about that as well.

But we're going to put that on next week so that you have the terrible sales experience and what not to do as a coach. And I do see my clients do this a lot, maybe not as extreme and not as misogynistic, but I do see this happen. I see it happen unintentionally with coaches every day. So you want to listen to this episode, and then you're going to want to listen to next week's to hear what to do instead.

Alright, so, if you want a really fun episode, today is the day. Alright, let's dive in.

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Hello, hello, hello. Hi, Facebook audience. Stacey Boehman here. I have a story to tell you all that just happened, literally. I'm in the car with my husband. I am not driving. My husband is driving, and we have a 25, 30-minute drive home.

So I thought I would do an impromptu live stream and tell you all the story. And if you have been following me for a long time, if you know my business, and you know what I do, and how much coaching I have sold over the last 10 years, this story might be quite amusing for you. But I just had like a baffling, worst selling experience ever or buying experience ever at the Porsche dealership.

So, I'll give you a little background. My husband and I have been Audi drivers since my business took off, and we could afford such things. And I, we've had a bunch of different kinds of Audis. We've had, we have the Q7 for our kid toting and dog toting.

And then we used to have an RS7, which is one of their top-of-the-line luxury sedans mixed with their like sports racing edition cars. It's a very expensive, very high-end, exclusive, like they don't make very many. We had that for several years. And then when we had, after we had Jackson, we decided we were having another baby. And so maybe sports cars weren't in our near future for a while. But I also have an S5, which is also a sports car. It's a convertible that is like my car. Like that's the car I drive.

And I have had that car, two iterations of that car. And now Audi isn't making any more of that car, and I typically lease it, and so I have to make a decision whether I'm going to buy it because they don't make it anymore or if I want to get a new car. And I'm a few days away from having another baby. And we decided once the baby comes, it will be even harder to think about these things and make decisions on these things. So we got a babysitter, and we decided to go test drive some cars.

And we had to order a new Q7 as well. And so we did that first at the Audi dealership. And they're like, they treat us like a million dollars when we go

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in. It's unbelievable. We were telling them that our tags are expired, and my husband's gone in three times to try to get them to renew our tags, and every time it's this whole fiasco, and they won't do it. And then they said I had to do it. And I'm like, well, I'm not doing it. I'm about to have a baby.

And Audi was like, oh, we'll do it for you. Just drop off the information, and we'll renew your tags for you. Like, that's the level of service that we get when we go to Audi. Like, they know the type of spenders that we are, and they treat us that way from the very beginning. Like we've never been treated anything less than a million dollars, like just like award-winning customer service.

So I decided I wanted to try and see about like test driving a Porsche convertible. And I had seen one in a movie that I was like, "Oh, like, is that my new style? Maybe that's my new style." And so we go over to the dealership.

We thought they closed at 8. That's what the website says, is they closed at 8. Apparently, they close at 7. So we walk in. We're not immediately greeted at all. Listen, I just want to, before I tell you the rest of the story, I have to say, it will come off very bougie and not land if you judge the level of spending that I'm about to talk about and the things like that. But the story is really important because I've noticed that a lot of my clients do this as well. A lot of my coaching clients do this.

So we go in, we don't get greeted right away. No one comes to like physically say hi to us. Eventually, when we stand around looking like, what's happening? Someone gets out of their chair to come talk to us. And we're telling them like, we have an Audi S5, we're trying to decide if we're going to buy it permanently or, you know, give it back because they don't make them anymore. And she's always had a convertible, and she wants to keep a convertible. So she was thinking about a Porsche convertible.

So we go out to the lot, and the guy is showing me the car. And I didn't really like it. It's the 911, I think. And I thought it was too narrow. And I really

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like, I was pointing at some ones in the lot, and I was like, "I really like these, like the ones that are wider. Like what are those?" I really like those. And I pointed to this car that's like, if you guys know Kim Kardashian's gray that she all of her cars are this specific type of gray. It was that type of gray, and it was so beautiful.

And I was like, "I like that car. Like that car is I know it's not a convertible, but like that one is really beautiful." And the first thing that he says to us is, "Well, what's your budget? Because this one's pretty high-end."

"What? Why would you say that to me? What?" Like I just looked at my husband like, "Did you really just say that? Like, did he just budget check us? Like, what just happened here?" Not to mention like, I am dressed top to bottom in Fendi. I wear nothing but Cartier jewelry, basically, other than my mom and necklace. Like I'm like, "Has this guy not observed me at all? Like, has he not paid attention? Has he not like, what's happening right now?" And we were like, "Yeah, we're interested in this car." And he was like, "Okay. Well, you know, just so you know, like this car is a \$200,000 car. Like, just so you know." And I looked at him like, why is he talking to us like this? Like, what is happening right now?

And then the whole time, he kept like showing us other cars. And he's like, "Well, this car, this one's only \$150,000." And he's like, "This one, you know, it's got a turbo in it, so you're paying \$50,000 more for the turbo." My husband has told him that we've owned an RS7. And we're like, what is happening right now? And he just continues the entire time to make these comments.

And then he keeps, he keeps ruminating, we talk about the convertible again, and he's like looking at me, obviously, I'm very pregnant, and he's like, "Well, the convertible doesn't have back seats. It doesn't have back seats for kids." And I was like, "Yeah, we don't drive our kids in my S5 either." Like, what? And I noticed something really interesting.

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The moment this started happening, I completely shut down. I broke all eye contact. I refused to look at him. I refused, when I did speak, it was very curt, and I directed everything at my husband. I was like, I'm done with this guy. Like this is not cute behavior. I don't know what's happening, but like not okay. You have no idea who just walked into your store and what type of money we have to spend or what buying power is available to us. And the strong aggressive meeting us with, "You can't afford this," without knowing anything about us is wild. Like, what just happened?

The whole time, I was like, "Is he for real?" And the comments just kept coming like this the whole time. I can't even remember some of them, but I just remember being like, we got in the car. He came with us. Audi has never come with us when we've test-driven cars, even the very first one that we test drove, never, ever have we had a babysitter come with us. He comes with us in the back. And I looked at my husband when he said he was coming, and I was like, "Oh, that's a shame. I was looking forward to talking about him when we got in the car."

And he comes and he gets in the back. And then I don't remember exactly what he said, but he said something else that was like, what? And I'm just like the whole time like, "Did you just say that? Did you just say, like, what is happening right now?" The wildest thing.

Like I don't know, I've had some diminishing things happen to me. I remember when we looked, we went into a gated community in Nashville, and we were looking at houses, and the guy that runs the place looked at us and he looked at me and he said, "You'll really love this community. There are a lot of stay-at-home moms here." And my realtor, who is a woman was like, "Um, she's the one that works. She's she owns a business."

So, I love the car. This is like the sad thing. Am I in a market? Am I in the market for a \$200,000 car? No. Am I in the market for even a \$150,000 car? No. It's an electric car. I wasn't in the market for an electric car either.

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But I love the car. Like, it's so sleek. And I asked him, I was like, can you get it if I don't want the turbo, if I don't need the turbo, can I get it? And he's like, "Yeah, yeah." So you can get it, and then it's, you know, it's \$50,000 less. And I'm like, okay.

But still, like I'm showing the entire time, active interest that I might actually want to buy this car, even though it's not anything that I came to look at. I just like thought it was so beautiful. And the whole time, he's like, "You can't afford this. You can't afford this. Why are you here? You can't get this. Like just so you know, it's a very expensive car."

What? Why do we do this? This is a horrible selling experience. So I started thinking about this, and this is why I wanted to do this live stream, is I coach people all day long that the moment a client gets on the call and my coaches will tell me, I, they said something or they were acting a certain way or they looked a certain way. They had a perception about the client, and they decided the client didn't have money and wouldn't pay for coaching and wouldn't be able to afford it. And then the coach shuts down and doesn't do the same sales pitch, doesn't do the same consult that they would do if the person got on the phone and was like, "Yeah, I've been wanting to hire a coach for a long time. I think I'm ready. I'm so excited." Like whatever it is, it's like they're looking from the first impression to decide whether someone has it in their budget or not.

And sometimes people will even say like, I don't know if I can afford this in the very beginning, and then they shut down completely. But if you like, the way that I think about it, and the way that I've always sold, and the way that I've always done my, when I was doing consults, when I do applications for my masterminds, like anything I'm selling, what I believe is that number one, as a salesperson, I'm always going to deliver the same sales experience regardless of my belief in someone's ability to, like their finances, their ability, or their desire to pay. Like I tell my clients all the time, how I show up in sales is for me. It's my skill. It's how I operate in the world.

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So why on earth would I want to be inconsistent with my top skill that makes me money in the world? Why would I ever want to step out of that for any reason, even if someone couldn't afford it? Like, even if we were the people that just come in last minute to like randomly test drive a car, who cares? Like, why would you want to make those comments? Why would you want to shut down? Why would you want to say or to predecide, this isn't my ideal buyer? Because then that just makes you a crappy salesperson. And then you don't learn how to get really good.

I could have totally been sold. Like, I'm still sold. Literally, I was like, what do we do? I don't want that guy, I don't want that guy to get the commission. Like if I decide to buy this car, like we come back and test drive it again. I didn't feel, it's really hot outside, so I didn't feel good and I didn't want to drive. So my husband drove. But if it's going to be my car, I'm going to need to test drive it. I was like, clearly, we're going to have to go back because they were also annoyed about the fact that it closed that they closed at 7 and we went in at 7, but like their website says that they're open till 8. The door also said they're open till 8. So I don't really know what happened there.

But he was so annoyed that I wasn't going to like spend any more time there. And I'm like melting in their parking lot, very pregnant. I'm like, I don't want to come back and deal with this guy again, but I also loved this car. And if he had just treated me with an ounce of respect and an ounce of belief that I might actually have the funds to purchase this car, he might have made a \$150,000 sale.

And instead, he has a buyer who fell in love with a car that she didn't expect at first sight who is really considering the car, who now is like, "But I don't want to buy it from you." I think it's so interesting. So, I wanted to share this story with you all. Like, think about, I just think there are so many people that I have sold in my career. If you don't know my backstory, I used to sell mops in Walmart. Like slicers, dicers, mops, systems, ShamWows, like all of the things.

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And I remember one time, I had a show, I was on a military base in Biloxi, Mississippi, and I did a show, or I was in between shows, so I was cleaning one show up, and a woman came up and she said, "I would like to watch your show. When's your next show?" And I said, "Oh, it'll be, you know, 20 minutes from now." And she said, "Great. I would love to come to your show, but I'm not going to buy anything." She was like, "I just want you to know that. Is it okay that I come to the show? Because I'm not going to buy." She's like, "I watch these shows all the time. I never buy. I'm not going to buy from you."

And I was like, "Yeah, sure, absolutely." And she came, and she sat at the, she stood in the very front of my stage. Her and her husband took up the whole front of my stage, which is like the main real estate for buyers. Like the typically the people who bought were the people touching your stage. They took up the whole space. She's already told me, "I'm not buying." And I did the same show that I always do. And I treated her the same way that I always treat everyone.

And do you know what happened? She bought five from me, not one, five. Five little, I don't know what I was selling at the time. It might have been knives or slicer or something. But they were \$30 each. She spent, instead of telling me, "I'm not going to spend anything," she spent \$150 because I just decided in that moment, I don't change my show because there may or may not be a sale at the end. I do the show the same level I always do the show because that's my integrity. That's who I am. And the same is true for everything I'm always selling. You could, it could be a \$25,000 mastermind, it could be a \$300 product, like I'm always going to treat everybody the exact same way, whether they have lots of money or they have no money.

I just like can't believe it, y'all. I can't believe the experience that we just had. Like how many passive aggressive comments this guy made believing that we can't, like the way he spoke to us was like we couldn't even remotely afford the car even though we told him that we've already owned a \$150,000 car.

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Oh, this was the comment. This was the comment in the car that made me roll my eyes so hard. My husband's test driving it and he said, "Well, do you like have a house that you can like install an electric charger at?" Why the fuck do you think that we don't? Excuse my language. Like what? I rolled my eyes so hard and looked at my husband like, what is actually happening right now? So now you've asked about our budget. Now you've asked about our living situation. I didn't come in here looking homeless.

Sometimes I do, but I knew that we were car shopping, so I decided to put makeup on, I put a nice dress on, like we went out to dinner, we made like a whole little date of it. But sometimes I do roll up in my Lululemons and a t-shirt, no makeup. I am a mom. Like that happens. But like that wasn't even the case. Yet he treated us the entire time like there's no possibility that we could afford anything on the Porsche lot, like nothing. Yet we just told him, we've owned like six Audis and we had three at the same time. We only got rid of one of them because we were having more babies and we were like, this just doesn't make sense anymore.

And we were like, I told him, I was like, I think we should have the second baby before we decide what if we're going to have a third car, like what the third car is. Like I don't, because I know we almost bought an what was it? A Q8, or something. We almost bought something that was like a sports version of the Q7 and we actually ordered it, I think. It came in. We drove it and we were, I was about to have a baby. I don't know what keeps happening, but we keep buying cars right before we have babies. Like I have a photo of buying my S5 when I'm also very pregnant with Jackson.

And we decided last minute, I was like, can you imagine, because you could hear the engine, it was a sports car, so you could hear the engine like roaring when you drove. And I told him, I was like, I think when we have a baby, we're going to want this baby to sleep in the car. And the regular Q7 is like a whisper. You hear nothing.

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And I'm like, if we have the sports car, like the engine's going to be revving. Now, here's what I will say, now that I have babies, I know that probably would have put their asses to sleep. But I was like, I don't think we want a loud, noisy car that we're toting our kids around in. And so at the very last minute, we decided to get a regular Q7. And to this day, we were like, that's the best decision we ever made. So we decided to not keep the RS7 anymore. We had it for three years and three and a half years, something like that. We decided not to keep it and to wait because maybe having two kids would change things. Like maybe we want two SUVs. Like, I don't know, maybe I'm going to become an SUV driver. I don't know.

We haven't had the second baby yet. But I just think it's like, I don't know, the wildest thing. How much information. And then bless my husband's heart, it did not go unnoticed. We were like standing in the parking lot and Pour Neil was giving him his information because I had shut down. It was like not even like literally I had turned my entire body away. I was like, I'm completely done with this conversation. Like I'm done with this guy. I'm done with this moment. I'm done with everything that has transpired in this conversation in the last 45 minutes.

So he's like talking to my husband and my husband just like drops, I don't even remember how it got brought up, but he was like, "Well, she's the money maker." And he was like, "Oh. Oh, you're the money maker and the baby maker." And my husband's like, "Yeah, she does it all." He's like, "Oh, oh." It shouldn't take that.

Whether, it doesn't matter which one of us is the money maker, like why are you treating us like we have no money? Why are you treating us like we can't afford to be on this lot? Why are you treating us like, like I can't, the amount of times he said, "This is the highest-end car we have. This is really high-end. It's a turbo. The engine, like it's very fast. It's much more expensive than all the other cars." Like the amount of times he said this to us, I was like, like I'm baffled. I can't even communicate it to you all. I've never had an experience like this. Like, never. What?

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So, the point of this message is if you find yourself being like this bro dude, it's not cute, and it could be costing you a lot of money, right? It may not be costing you \$150,000, it could be, but it could be costing you some money. It could be costing you some sales.

Treat everybody the same. You have no idea. They could be young, it could be a woman, it could be a man, it could be any, it could literally be anyone who shows up to your call looking any certain way. Like, I have shown up to coaching calls in a Toy Story t-shirt and ripped jeans and no makeup because I'm a mom. There's a trend from, what show was it from, Love Island? "I'm a mom. I'm a mommy." Oh, a mamacita. Every time I say I'm a mom now, I cannot get that out of my head. It's ridiculous. But I am a mom, and sometimes that happens.

But I have an insane buying power. I have an insane ability to spend a lot of money, and I do, and sometimes on a whim. And your people, even if they don't have them, like my first coaching that I ever invested in, I told the coach, I have no idea how I'm going to pay for this. And I tell people this story all of the time. It's actually happened to me twice. Two times I invested in coaching, and I had no idea how I was going to pay for it. And both times, the life-changing thing that happened is both coaches treated me like I had the resources to come up with it. They didn't bat an eye. They did the same level of selling to me that they did with everyone.

I remember one of them said, "You'll figure it out. I know you will." And there was something so powerful about being treated that way, about being treated like my highest level self, my self that could make an investment like that. I think the investment at the time was \$6,000, and it was like everything to me. Like I literally did not have \$6,000. But for someone to tell me, I believe that you could do that, like I'm certain that you're going to come up with it was profound for me.

It felt like the greatest sense of respect anyone could ever give me, like the greatest honor that anyone could ever give me to treat me as an equal to

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every person that they sell to. And I remember I went to this particular case was my coach certification.

And I went to my coach certification, and all these women were so rich. They were like so put together, all with Louis Vuitton bags. They smelled amazing, they looked amazing, Ivy League education. And I'm coming in and I sell mops in Walmart. But I was treated the same exact way.

And that was a lesson that has stuck with me forever, forever, forever, forever, is what a difference it makes when you treat everybody the same, when you don't give up on the coaching, when you don't give up on your presence, on your engagement, on your connection with the person on the phone with you just because you think that you're out of their budget, just because they tell you money's really tight, just because they tell you they probably can't afford you, just because they say, you know, I'm just, I'm just shopping around. I'm talking to lots of coaches. I'm not planning on signing up for coaching, or I'm just signing up because you offered a free consult. I don't actually like plan on buying anything from you, but I want to do the free consult.

I remember I had one lady who said this to me. She got on a consult, and she said, "I have 16 cents, 16 cents in my account. I cannot afford to pay you. Any like I will not be able to hire you, but you do free consults and I want to take advantage of that." And I said, "Alright, well, if I only have an hour to help you, I'm going to coach you very hard because we have only one hour and I want to make sure it counts. Are you ready?" And she was like, "Yeah, let's go."

And I gave her one of the most powerful hours of my entire career. Like I just went all in for her. I'm like, why wouldn't I? If I'm going to be on the phone for an hour, I'm not going to phone it in. It's my energy. It's who I am. It's how I feel afterwards. So I got off that call feeling like a million dollars, even though I didn't make any money. But then what I went and did afterwards is market very compellingly. I went on social media. I did a

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Facebook live. I talked about what we talked about on the call. Like I, it empowered me to be a bigger, better version of myself.

It made me a better salesperson, it made me a better coach. So I walk away with the value every single time when I don't discredit people just because they may not be, they may not present as my ideal buyer. Although I'm very curious what this guy's ideal buyer is and how they present because I don't look like I just like walked off the street and that I'm homeless. That's not how I look. I'm not really sure.

Maybe the maybe the bump threw him off, and he just decided because I'm a mom, a mamacita. Maybe he just decided that because I'm a mom, I can't afford it. I don't know. Like did that, was that the thought that he that he had? I really don't know. Like we drove up in a luxury vehicle, wearing luxury clothes and luxury jewelry and like still were treated like maybe we don't have a house and we can't afford anything on the lot. I don't know.

But that guy clearly only shows up when he gets his ideal person in front of him who he thinks is an ideal buyer. And I want to just pass this message on to all of you as we're about to be pulling up into our house. I want to pass this message on to all of you that you're going to make a lot more money in your life if you show up for yourself for every buyer the exact same way, as if every sale is possible. And I promise you, you will convert people who did not plan on buying because of the way that you treat them.

Like now I'm like, well, I really loved that car, but I don't want to give you my money, and I don't, I didn't like that experience. And then if this is going to be how I'm treated every time I come to the dealership, like I don't like that. Like we are treated like literal gold when we go to the Audi dealership.

It was such a confronting experience to have that experience. And so like, I always say this, I think every person that gets on a consult wants to be a yes. That why would they spend any time other than the random cases where they might say, "I have no money, I can't afford you, but you offer a

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free consult." That's so rare, like so rare. What most of the time happens is people get on a consult, they want to be a yes, and the reason they become a no is because you talk them into being a no. And this guy has really talked me into being a no, even though I could really be a yes. But the ick that I feel is like so big that I don't know if I like the car enough to get over the ick.

But he could have sold someone who was looking for a convertible and a, what's it called if it's not electric? Gas powered car, okay. I don't know what I'm talking about. But I was in the, okay, so I was in the market for gas powered, convertible, and he could have sold me, and in a different price range, but he could have sold me a much more expensive car that is electric, something not even on my radar, if he had just treated me with like a little bit of respect, a little bit of excitement, a little bit of like, I am happy that you walked into this lot today. Who knows how many people came into that store today. He had such an opportunity on the table to make a huge sale. He blew it, like completely blew it.

Don't blow your consults this way. Treat everybody the same. What will happen is some people will still say no, some people will still not have money, some people will still not be your ideal buyers, but every single time you do a consult, every time you sell, you will get better. You will get more valuable, you will make more money. And then you will be able to walk onto a Porsche lot and be offended when you try to buy a \$150,000 car and they treat you badly. That's what happens when you don't show up like that dude.

My husband said, he goes, "I almost told him that you make millions of dollars a year." He was like, "I was feeling a little bit like I might just drop that." And he said, "But I let it go." I'm like, "You probably should have. It would have made me feel like just a little bit better." But I did appreciate that he said, "She's the one that makes the money." That was, was a way to have my back in a big way.

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Brie says, "This literally happened to me in 2018 at a dealer. The guy walked past me and shook my husband's hand and asked what he was looking for, and I was the one looking for a new car to buy myself. So I asked for a different salesperson immediately."

Brie, that's what I need to do. I just need to be like, this was a no for me. No, like, I'm not buying it from you, period. Here's what's interesting. They're owned by the same people, the Audi dealership and the Porsche. So I will definitely be letting the Audi dealership know how we were treated, just so that they can pass that on to the owner, because the owner will probably die a little inside when he finds out. Like we were we're the Audi dealership's like some of their top clients.

The Q7 we have now, we got during COVID times, and it was the only car they got, and we got to get it. Like they were like, "You are one of our top buyers. If you want to order a car, we get one allotment, and we will get it to you." So can you imagine that the owner of the Audi and the Porsche dealership, he clearly knows who we are. He knows we're a top client. Can you imagine when he finds out how we were treated when we walked into that lot? There's going to be a conversation to be had for sure.

But still, it's just like the ick or, "ask to do a dealer transfer, really stick it to them." Oh, interesting. I wonder if that's possible. I love this idea. But anyways, I want to share that with you. I hope this is really helpful. Just if I could just impart, I have a podcast about this actually. Oh my god, I can't think of what it's called, but I literally do an entire podcast about my philosophy with selling and how I treat everybody the same because I, number one, I believe there are so many conversions that happen from people that don't intend to buy, but number two, it's for me. I sell for me. It's my standard. It's who I am, right?

You show up like an asshole, that's you, right? That's who you are. If you give up on someone, that's who you are. If you discredit someone, that's

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who you are. If you decide someone can't afford you, that's who you are. If you show up differently because they can't afford you, that's who you are.

And I don't want to be that way, and I don't want you all to be that way either. I want you guys to make a lot of money, be really powerful with your selling, and treat everybody the same because you will make a lot more money. Alright, we are home. That is my message. I love you all so much. Thanks for watching, hearing, hearing my rant. But sometimes I just want to tell you because I get busy and I'm about to have a baby and so this whole story may disappear into the ethers if I didn't do it right now. Alright, have an amazing, beautiful rest of your evening. Bye.

Hey, if you're ready to make money as a life coach, I want to invite you to join my 2K for 2K program; where you're going to make your first \$2,000 the hardest part using my simple five-step formula for getting consults and closing new clients. Just head over to StaceyBoehman.com/2Kfor2K. We'll see you inside.