

## WOC And Allies Transcript - Episode 75

**Elaine Lou Cartas:** Hey, legacy leaders, I'm excited to have one of my former coaches, mentor turned friend got stuck in an airplane. Airport.

**Jamie Gulino Davis:** Yes. JFK. It was

**Elaine Lou Cartas:** JFK. And now we're both dealing with a winter storm, but I'm spoiled. And when winter storm in LA, California, 54 degrees. What is it over there, Jamie?

**Elaine Lou Cartas:** In Buffalo?

**Jamie Gulino Davis:** Yes. I am in Buffalo where I think some of our towns are up to five feet of snow right now. And I think we are a hot 22 degrees right now. Yes. Yeah.

**Elaine Lou Cartas:** Any, anything below 50. Angelina has just complained, but let me give background with Jamie. Jamie is a leader and sales conversion strategist and the coaching industry creator of the standout sales and powerhouse of knowledge, experience, and fiercely positive energy, which you'll feel throughout this podcast.

**Elaine Lou Cartas:** I had the pleasure of being a client of Jamie for, I want to say two years. Yeah.

**Jamie Gulino Davis:** I don't know. I feel like I have zero sense of time anymore.

**Elaine Lou Cartas:** I know. Ever since 2020, it's like, what is going on? So since Jamie is a sales expert, we want to talk about how to sell in this economy. Everyone's talking about it.

**Elaine Lou Cartas:** And for those that pretend it's nothing's going on, let's just be honest. There's things happening in this world. It's a political campaign year and consumer behavior has even changed as well. So why is, why do you think it's important that we need to talk about this and acknowledge it? Yeah, first off, it's a big, year and things definitely have shifted and changed for sure.

**Jamie Gulino Davis:** And before I dive in, I want to share that I believe sales, not only are they necessary, but they're absolutely beautiful. I'm not going to dive in and be like, here are the gross one liners you should do or this is the cutthroat methodology, like not my thing. And I know it's definitely not your thing either, Elaine, right?

**Jamie Gulino Davis:** But the thing is. If we're having a real conversation, sales. Are necessary. They are what keeps your business moving forward. Sales allow us to bring revenue into the building, which allows us to make a greater impact. And when we know how to sell in an efficient and effective way, the truth is, I don't know about you, but you mentioned pandemic post pandemic.

**Jamie Gulino Davis:** They allow us to put time back in our calendar and time for me. is a commodity that I love. I love making money, but time is like my currency like these days, right? I feel like time is worth even more. So it is so necessary, especially going into a year like this that we're anticipating in 2024 to one, be comfortable with sales, but to know what you need to do during what could be a challenging year to sell.

**Elaine Lou Cartas:** Yeah. and it's same with things to like edit. not completely change and flip your business, but for example, in my own business. I used to have a 12 month mastermind, but I stopped it. And I was like, no, one's really committing to the 12 months. I was just looking at consumer behavior.

**Elaine Lou Cartas:** It wasn't even is it my messaging? Is it this? I was like, I think people need to have it back at six. Cause that's what I had it originally. So even seeing what are small little edits to do in your business to meet what's happening. Yeah.

**Jamie Gulino Davis:** I always tell people, I was like in everything that we do, in.

**Jamie Gulino Davis:** There's actually a show, The Home Audit, on TV. They do this with organizing your home. But I'm like, Oh my goodness, that's exactly what we do in business. And, we always want to audit what we have going on every year. Really, I do. Oh, yes. We should do this at the end of every single year before we kick off the new year.

**Jamie Gulino Davis:** We want to take an audit of Our inventory, what are our products? What are our offers? What is the purpose of them in our business model? What are the margins? How do they energetically feel? And then like you said, edit, if you had a 12 month offering and you are tracking your clients and you're like, I dropped out at 30 percent show up rate.

**Jamie Gulino Davis:** Six months in, you did what you had to do. Not only what you had to do as a business owner, to make sense of your time and energy and company dollars, but the more beautiful thing in that equation, Elaine, what you did is what was right for your client. okay, six months works for them. How can I take what they need?

**Jamie Gulino Davis:** Cause let's face it, a lot of offerings that are less than six months, they're not going to get what they need out of it. Yes. Do you agree with that? I want

**Elaine Lou Cartas:** to be vulnerable and share, and I shared this in another podcast I recorded earlier with Monica. With having my mastermind back is I'll be transparent.

**Elaine Lou Cartas:** I had a three month program that I had last year because I was mindful of the economy then too. And honestly, it was higher to convert, but I usually have a high renewal rate. And a lot of my clients weren't renewing. I'm like, why? cause they didn't get the results they expected within three months.

**Elaine Lou Cartas:** And I had to have that radical conversation with myself of three months isn't enough. It's really six months and it's not in this, I'm greedy, I want more money, but what's going to give results for my clients? What is needed? And it's long term sustainable results as opposed to yeah, look, I got this Elaine and like quick band aid.

**Elaine Lou Cartas:** Quick, quick win. Yeah. Yeah. I was doing a disservice to my clients for it ending three months when it really should have been a minimum of six months.

**Jamie Gulino Davis:** I love that. Yeah. And. One of the things you just indirectly message when you talk about like selling in, an economy like this going into 2024, the beautiful thing with teaching sales is I want to stay positive and I always want to be like, you know what, whatever comes our way, we're going to figure it out and we're going to sell like anyways, And really show up and serve people. But the truth is you do have to take, our past like into account and apply it towards the future. So what do we know post pandemic? We know things like people need more time, more touch points are needed now than ever before. When people used to be taught like, no matter what you're doing, close during that conversation.

**Jamie Gulino Davis:** The truth is follow up is required now in a lot of situations, right? But one of the things you were just indirectly Honestly, it's empathy, right? So it's like a big key and you're like, Oh, how can we take that feeling and apply it towards like selling? The truth is so much of sales, especially in what could be a potentially And year rear, it's taking a little bit longer to convert is meeting clients with where they're at.

**Jamie Gulino Davis:** And that's it. It's like you were beautifully connected and empathize with them. And you're like, okay, you know what? They weren't getting those results in that three month period. What do they really need? So what could feel like a small inconvenience to the business owner of being, you know what?

**Jamie Gulino Davis:** I need to give six months of myself instead of three months. I want to talk about this for a second because all of a sudden people will start looking at margins and numbers and think Oh my goodness, that means I need twice as much content is twice as much. Sometimes it's not even that. Sometimes literally it's taking that three month offering and just spreading it out more.

**Jamie Gulino Davis:** So maybe instead of content and coaching call, like in one week, maybe it means like a week of content, allow them to digest it, process it, do the work. Maybe that following week is the coaching call where you're answering questions and stuff. It's just spread out a little bit longer because let's face it.

**Jamie Gulino Davis:** Life also happens, we were joking about snow and stuff. Here I am this week as an entrepreneur and my children have been home, school's been canceled all week, right? So as an entrepreneur, I would love to say you know what, I am getting as much as I get done when the children are at school, but I'm not, I'm making meals and I'm switching laundry and I'm making sure they're bundled up in their 50 layers before they go outside, right?

**Jamie Gulino Davis:** So if I were going through that program that was once upon a time, three months of yours. I may need that extra time for weeks like this that are not anticipated. Whether you knew it or not, that little bit of empathy that you were able to apply to the clients and basically do a business edit, moving forward.

**Jamie Gulino Davis:** The truth is that is one of the main things needed in 2024.

**Elaine Lou Cartas:** Yeah. What And the, if you want language to use What I share with my clients is that. It's not just the doing, it's the integration, implementation, and more importantly, the reflection. I don't want my clients to just do something because I told them to do.

**Elaine Lou Cartas:** I'll provide feedback and ideas, but then it's their responsibility to make that choice, to have agency of is this aligned to what I want to do or implement? Yes. You might just have a shitty week and something happened in your family. Yeah. Hopefully not, or there's a snowstorm, like to what you were saying.

**Elaine Lou Cartas:** But. I just realized I was doing a disservice where they finally started getting results in three months and the contract's up and then they have to make that decision. Should I continue or not? No, I didn't get all the results I really wanted in three months. And that was on me, by the way, not my clients.

**Jamie Gulino Davis:** and if we're having a real honest conversation here too, when we're looking at sales and strategy as a business owner, it is much easier to retain a client than to spend dollars, right? Bringing like new clients. So that's a huge lesson learned. So you not only teaching, being able to reflect, but also reflecting yourself.

**Jamie Gulino Davis:** We want that client to have that long term win. We want them to renew because it is a lot easier to retain than bring new leads in, nurture them, warm them up and sell to them, right? And so we want basically the life cycle, that long term life cycle of the client. We should all aim for that. I don't believe in Ascension mile models where you keep a client around forever just to keep around.

**Jamie Gulino Davis:** I'm actually totally against that, but what we want is an Ascension model where, they're growing, they're learning, like you said, they're, executing and implementing and reflecting, because what we know is every time we get to this level, if it's our goal, We want to hit that next level and there's more growth that's needed and also community.

**Jamie Gulino Davis:** I know one of the things you're really known for is fostering a beautiful, inclusive community. So people want to be part of that. So I love that. Not only were what do they say, talking the talk, but also walking the walk as well. Yeah. So is that the thing? Did I mess up that saying?

**Jamie Gulino Davis:** Is that

**Elaine Lou Cartas:** the saying? No. No, that was it. Like walking the talk, not just talking about it. and that's why like I emphasize on my website for those of you that haven't checked it out at elainelou.com, like I get annoyed when I see websites when it's just all about the individual. That's why I have beautiful pictures with other fellow women of color in their lives.

**Elaine Lou Cartas:** And they are not I, AI generated, they are all real. Wait, are people

**Jamie Gulino Davis:** doing AI generated images? No. I hope not. Don't do that. If you're doing that, do not do that.

**Elaine Lou Cartas:** stock images. Some people do stock images, if anything, but it's a very obvious one of the stock image versus like a real one. But Jamie, I'd love to hear any, what tips and advice do you have for our listeners when it comes to how to sell in this economy?

**Elaine Lou Cartas:** You, I know you talked about empathy. Anything you want to delve deeper in that, or if there's another thing, people. Yeah.

**Jamie Gulino Davis:** I think the biggest thing is growth when it comes to sales. So what's interesting is I've been super blessed, right? I've been able to support like high six, seven figure and eight figure entrepreneurs.

**Jamie Gulino Davis:** And when it comes to sales, so many people come to me with the same issues over and over again. And what we want to make sure that we're doing is. It's showing up in a way that is serving over selling. I believe in it. It's everything I teach. one of the things I'm really known for. is training sales teams that have 70 percent plus conversions during seven figure launches and live events, right?

**Jamie Gulino Davis:** And everyone will ask me, Jamie, how do you get to those conversion rates? And it really comes down to, the culture, but also really curating trainings where people understand What that big picture is for the company. They understand company values, but also how to quickly connect with people in a deep and meaningful way.

**Jamie Gulino Davis:** if there's something to share right now, when you go into 2024, often I'll ask, when I'm doing a presentation, I'll the first thing I'll ask is how many of you are having sales conversations, active sale conversations, and that's a 20 percent of the room, raises their hands.

**Jamie Gulino Davis:** And then I'll say, okay, how many of you are doing social posts, sending out emails, teaching like workshops, showing up as a guest expert in somebody's community or on a podcast. And then. 90 percent of the room raises their hands. And I'm like, you are having sales conversations. So what people don't realize is, and you talk about this with boxing.

**Jamie Gulino Davis:** You actually shared this like personally, it's like how we show up. It's we're always representing like a brand. So right? Yeah.

**Elaine Lou Cartas:** I want to share it. I want to share that story. So share

**Jamie Gulino Davis:** it because it's going to relate to this. Share it. Yeah. Yeah.

**Elaine Lou Cartas:** So I, do Muay Thai, which is Thai kickboxing. I.

**Elaine Lou Cartas:** Yeah. been on and off of it in the past 20 years. And since my boyfriend and I got this new home, one of the unique selling points for this home is that it's a three minute drive to the studio. And I, what I really appreciate about my, Muay Thai instructor coach, Sean, he was just like, my name's on the line.

**Elaine Lou Cartas:** So He hasn't taught anything when I've been there for the past three months, end of year, and then starting January of this year, he started showing up. He's I'm gonna come to every class and teach, and then we're like, oh, that's really cool. Like, why? I'm like, because everyone's form is shit. And my name is on the line.

**Elaine Lou Cartas:** I don't care if you're not fighting professionally, you represent me. And so if you're going to go out there and go to gym and punch a punching bag and your form is shit, no, that's my name on the line. And that was such a beautiful, I really needed that because I told Jamie I ended two collaborations where it just didn't work out.

**Elaine Lou Cartas:** And to be honest, I don't know if I actually, not that I don't know, I didn't want my name associated with it because of things I've seen.

**Jamie Gulino Davis:** Same. I love that. Thank you so much for sharing it. That same. My name is on the line. Correct. That's how you should feel in business about your brand connecting with clients.

**Jamie Gulino Davis:** when we think about sometimes like how taxing it could be to write all of these emails, do all these social posts, pitch a podcast or, a publication and finally get it accepted. When you're showing up, I feel like this should, you know what, I think you just nailed this thing for 2024.

**Jamie Gulino Davis:** Your name is on the line. And what that means is so by the time you put all this energy into acquiring a lead into your business, you have to understand sales and sales strategy. So in standout sales, I teach people how to connect quickly in a deep and meaningful way. How do we do that? You do that by not only understanding who you are and how you show up, but how other people are and how to quickly connect.

**Jamie Gulino Davis:** People, there's a million tests out there, right? We see it through human design, Danny Johnson, GEMS methodology, Enneagram, like all of these things. And

people love understanding who they are. But I'm like, no, forget about it. understand like who you're connecting with and how to connect with them in an even quicker way.

**Jamie Gulino Davis:** What is it that they need? But then also. and I can go on and on with this and instead of doing so, I'm going to give it free to you here in a minute. So you can share it with everybody. The sales conversation a couple of seconds ago, I just, I shared with you the raising of the hands.

**Jamie Gulino Davis:** The truth is so many of us are having sales conversations all the time and you think you've never properly been trained and it's not your fault, right? Sales is not natural for a lot of people, but there's actually a way to psychologically have a brilliant sales conversation that allows you to connect in a deeply meaningful way.

**Jamie Gulino Davis:** It allows you to show up. As the expert, it allows you to go in deep so you quickly build the whole no and trust. There's things not to do during sales conversations that I hear over and over again. And I'm like, Oh, but there's a lot of brilliant things that you can do, which gets people to a point of, yes, even faster.

**Jamie Gulino Davis:** So going into a year where there's a lot of questions and curiosities about what's going to financially happen, with our economy, with it being a political year, there's a lot of things you can do in a right way. Why? Because your name, what is it, Elaine? What's the saying for 2024? Your name's

**Elaine Lou Cartas:** on the line.

**Elaine Lou Cartas:** Your name is

**Jamie Gulino Davis:** on the line. So connect in a beautiful way because sales is beautiful and transformative.

**Elaine Lou Cartas:** Yeah, like even some things I do in my business, right? I have people fill out a form. When they fill out the form something that I learned in one of your, yeah, one of the retreats I went with you on.

**Elaine Lou Cartas:** Oh boy, years ago. Let's see, what is this? no. so I use the Bomb video, right? So Bomb Yes. Similar to loom. Yes. So I hold someone's name on a whiteboard and it says, press play. I'm like, Hey Jamie, I see you're in Buffalo, New York. I heard there's a winter storm. I, and you scheduled a call with me.

**Elaine Lou Cartas:** I'm so excited to connect with you. I see that you have challenges doing this. So I handpicked two podcasts episodes based off of your challenges and goals based off of what they had said in the form. And also it is the internet. You could Google anyone. Yeah. So I also add people. Whether it's Instagram or LinkedIn, I'm like, Hey, Jamie, I saw you add, you scheduled a call.

**Elaine Lou Cartas:** So I figured I'd add you on LinkedIn. Feel free to check out my profile. Also check out my 36 recommendations on direct in my LinkedIn profile. boom,

**Jamie Gulino Davis:** done. I love this. So some of the things that you're talking about is that initial report. So what do we know? We know with more touch points required than hour before to basically,

**Elaine Lou Cartas:** Yeah, and it's not a waste of time.

**Elaine Lou Cartas:** It is

**Jamie Gulino Davis:** not. No, they're needed. So you choose when they're done, right? You can be proactive and do some of those up front, or you can be reactive and chase the client after you've had numerous conversations. So by being proactive, some quick little tips, and you mentioned the bomb video, super duper easy.

**Jamie Gulino Davis:** When we're talking about establishing a report, these could be text messages. They can be emails. It could be a personalized video. Loom. Bonbon. Bonjour. There's tons of beautiful things where I would, here's what I love. You can go in and make a 90 second video. It says, hello. They know what you look like.

**Jamie Gulino Davis:** They know what you sound like. They know what to anticipate getting into the call. They know you're looking forward to it. And here's the thing when you're utilizing the right tech. You can know if they watched it, you can know how many times they watched it. It almost tells you like how warm this lead is before you're even going to call, right?

**Jamie Gulino Davis:** These touch points are needed. These touch points are also what is going to set you apart from the competition. Let them know up front Hey, this is what it's going to feel like when you are in my care. When you are part of my program. Let them know that they are going to feel heard, that they can trust the situation, that there's a million reasons to like you and you already like them in return.

**Jamie Gulino Davis:** I love this. I love that. I, this is years ago and guess what? It still works today. I'm so

**Elaine Lou Cartas:** happy you do this. And Jamie, actually, cause I also want to take advantage since Jamie is a mentor of mine, but there's another thing that I've implemented in my own business and I've, say it everywhere now in my email and my podcast, you've listened to my podcast.

**Elaine Lou Cartas:** I'm sure you've heard. Yes. We talked about numbers earlier and I just realized I just want to work with 24 clients at one time to ensure client results and experience. So I've been saying that a lot and even, yes, we're talking about touch points,

but if someone didn't fill out a form or I read out the form and it's just not a good fit, I even cancel the calls now.

**Elaine Lou Cartas:** I love it. Because, and actually what's happening now, more of my audience members are like, like even my current clients, Hey, is there a wait list? Yeah, which is a great conversation to have, but I just want. That is my level of coaching. I really want my clients. I want people in my audience to know that not just me, but my team puts time and energy for each of my clients.

**Elaine Lou Cartas:** Not just, sorry, sorry to say this, but I'm not a sled and I'm not just going to take

**Jamie Gulino Davis:** anyone. we can use it's the new year. It's January, right? So that's we use a little kind of It was like a kind of like metaphor, whatever. It's the same concept of a gym, right? It's the new year. Oh my goodness, everybody had sales and you can go to the big gym that's charging maybe 10 or 24 like a month for their fee.

**Jamie Gulino Davis:** And you can go there and get lost in the numbers, with the best of intentions of wanting to make a change. Or you can find, the trainer or, a smaller move boutique place that is energetically aligned. Maybe you're going to invest a little bit more, but because they're energetically aligned, because it's the right fit, my guess is that you're going to end up getting that better result, right?

**Jamie Gulino Davis:** I've seen this over and over again. It is so important, especially these last couple of years. I don't want to keep referring to post pandemic, but people want alignment. There was a point during the pandemic where people were scared, right? So they invested in so many things online all to find that they were one of the many numbers.

**Jamie Gulino Davis:** It didn't feel good, unfortunately, and put a lot of people in a bad financial situation. So this is why this is one of the many reasons that more of those touch points are needed. People need to know that they could feel trust in the situation, but also feel like you're going to get those results, right?

**Jamie Gulino Davis:** ROI is super duper important. So one of the things you're sharing when you're sharing that alignment in 24 magical clients, it's when we could commit to that number, when we could commit to what's value aligned, but also what we really want. You know what I love about this, Elaine? It is a win.

**Jamie Gulino Davis:** Win. And when it is a win for you, when it is a win for a client, the universe, God, whoever it is that you believe in, or all of the above, they will bless it and make that relationship a win.

**Elaine Lou Cartas:** And Jamie, and transparently, because I've had leads connect with other people. They're like, I didn't even talk to the coach that I was supposed to work with.

**Elaine Lou Cartas:** Or I had a really bad experience with a coach. am I going to get attention from you? Literally during the sales calls. I'm just going to blatantly say it. I'm just going to say, I only work with 24 So people are comfortable and it's not like a scarcity tactic, like it's actually true and real, but

**Jamie Gulino Davis:** this model and I'm sorry, this model is a real thing though too, right?

**Jamie Gulino Davis:** We've seen this happen with lawyers. We've seen this happen with like doctors, right? We have been on the other side where you're calling the office or you walk in as a patient. All to find that you are with your PA, all to find that you're with their paralegal, right? And you're like, wait a minute, but I read your reviews and I saw the commercials, right?

**Jamie Gulino Davis:** So people don't want that anymore. The same thing that's happening with those legal practices, the same thing that's happening with those medical practices, which is why you're seeing a lot of physicians. branch off from these like larger practices into these like MDVIPs. Instead of seeing 2, 000 like clients, a week and not knowing, how to help them or like having like limitations on how they could help them, they're now seeing maybe 100 to 200 clients a week.

**Jamie Gulino Davis:** They're paying a little bit more. People are paying memberships and stuff, but people are going into these doctor offices and they're like, Oh my goodness, they have time to spend with me. I feel heard. I'm able to, heal and get down to root cause instead of tending to what tending to a side effect or something like that.

**Jamie Gulino Davis:** This is what you're doing. You're saying, Hey, I'm not trying to bring in hundreds of thousands of people where you're going to see me once a month. I'm trying to bring in 24 aligned women that I can genuinely help and support. And you're going to see those results. That sales. That's beautiful. That is absolutely transformative.

**Jamie Gulino Davis:** I love that. Elaine,

**Elaine Lou Cartas:** let's translate it to my life. That means just. Because I do monthly one to ones at least, because I really enjoy it. Yeah. Personally, not like delegating to a coach, even though yes, I do have other coaches that have office hours. That's just 24 hours of calls a month, not within a week.

**Elaine Lou Cartas:** Within a month. And I get to still

**Jamie Gulino Davis:** do Muay Thai. I need it. That's, I talked about that. This is the brilliance and the balance, right? We need that balance. That's what keeps us healthy. That's what allows you to show up as an amazing coach for your clients. I absolutely love

**Elaine Lou Cartas:** this. The brilliance and the balance.

**Elaine Lou Cartas:** And the one thing that I also learned from you is learning to bless and release.

**Jamie Gulino Davis:** It's so important and to do it quickly. And I will say this with blessing and releasing. So what Elaine is talking about here, if you're like, wait a minute, I've never heard a blessed release. What is this? What it is, if you are in a conversation with a client or in front of someone, you know what?

**Jamie Gulino Davis:** We all have that. Gut instinct or that intuition or that red flag address it, however you will. And often we know within like moments, but some of us, we want to feel it out a little bit more. We'll go that 15 minutes, 30 minutes, one hour and you feel it and you, and before even asking for the sale, you're dreading this sale, right?

**Jamie Gulino Davis:** You're like, this is not the right, it is not there. I'm not energetically aligned. Bless and release. You don't have to wait 20 minutes, you're, it's not being disrespectful. Give yourself permission to know that it is 1 million percent okay if somebody is not the right fit to say, you know what, this is, it's really beautiful connecting, but I really want to be respectful, of your time and just a few moments in what you're looking in.

**Jamie Gulino Davis:** I realize that I don't believe that we are the right fit for one another. If you can give them direction of who would be the right fit. That's wonderful. If you can't, that's also okay because. If showing up and I am under the impression that you can serve me and you're feeling like you can't, I'm going to be way less frustrated with you telling me five minutes in than you to sit in that room with me for one hour and tell me then.

**Jamie Gulino Davis:** don't do it. Don't even, we don't have to do that anymore. If you walk into a store to buy a beautiful blouse and you don't see that blouse within a few minutes, you're not going to hang out in the store for an extra hour. So why would you do it with a potential client?

**Elaine Lou Cartas:** Jamie, you know what I've been doing each time I go to the store, cause sometimes I just, sometimes we just go to a store cause we just want to, but we have no intention to buy.

**Elaine Lou Cartas:** So obviously sales reps or retail people will come up to me like, Hey, do you need help with anything? Or they just walk around. I'm like, this is what I literally say, this is the language you could copy and paste anyone listening to right now. I can't wait. I'm almost all ears. Let me get ready. So pretend you come to me and you're like, ma'am, do you need any help?

**Elaine Lou Cartas:** I'm like,

**Jamie Gulino Davis:** wait, let's role play this. You ready? I see you looking around. Can I help you with anything?

**Elaine Lou Cartas:** Oh, thank you so much for coming up to me. I'm just looking around. I want to respect your time. So you could talk to other customers as I walk around.

**Jamie Gulino Davis:** Love it. And they've just. It doesn't feel

**Elaine Lou Cartas:** mean, it's

**Jamie Gulino Davis:** not invasive, it doesn't feel judgmental.

**Jamie Gulino Davis:** It's like saying, Hey, and I'll say that too, especially, oh man, if you ever walked into what gets worse is like shopping for cars or furniture. Oh God. Oh, I feel so bad. I will tell them straight out. I'm like, look at I'm a sales professional. I completely respect commission. And I promise you, if there's something I'm interested in, I will come and find you like it's safe.

**Jamie Gulino Davis:** It's okay. Go enjoy other people. Like I'm going to do my thing and let you

**Elaine Lou Cartas:** know, and the language I use when I'm on a call and they're not a good fit. usually I do a really good job because people fill out the form. So I canceled it beforehand. So when I sent an email to cancel, I just did it today because.

**Elaine Lou Cartas:** The person didn't fill out the form. I'm like, Hey, Jamie. Yeah. It's been two days since you scheduled the call. The form hasn't been filled out. I just want to respect your time in mine. And I do require it because of all the energy and tension and preparation I do for these calls. So I've canceled our call.

**Elaine Lou Cartas:** Best of luck to you. So bless and release that way. And then when I bless and release on a phone call, I'm like, Hey, Jamie. And by the way, I am not trying to pitch to Jamie during this podcast. It just makes it more, humanizing, but yeah, we have fun. This is fun. Yeah. I'm like, Hey, Jamie. I really enjoyed getting to know you.

**Elaine Lou Cartas:** I just want the best for you. And I know I'm not that best person to support you and what you need. Yeah, totally. And then I give a resource or

**Jamie Gulino Davis:** yeah, it doesn't feel gross. It doesn't feel misleading. It's completely okay.

**Elaine Lou Cartas:** And please don't be cocky. I know some people who M sales calls where they're just like, Oh, we're not a good fit.

**Elaine Lou Cartas:** You're just not making. You're not good enough. Yeah.

**Jamie Gulino Davis:** Hey, we're all a human. Here's the thing. Also, sometimes it may be the right fit and it may seem like the right fit, but they may have an off day. We may have an off day and that's okay. If you got up a call and you're like, you know what? I felt like I could have really helped that person make a beautiful video, make a video.

**Jamie Gulino Davis:** Is he like, Haley? You know what? It was a really wonderful touching base today. I feel like I may have been a little energetically off and I do feel like I can support you. I'm wondering if you'd like to connect again for a quick 15 here. Like I think the biggest thing like right now when we were talking about empathy earlier and really being like human.

**Jamie Gulino Davis:** Them and I share some of this. What I'm going to share with Elaine to share with our audience is I have a free training where I actually dive into the sales conversation and I touch on like really understanding like rapport, how to frame a conversation, how to dive deep into like pain points, and I'll share that with you guys for free.

**Jamie Gulino Davis:** I'll give it to Elaine's community for free. who doesn't like free stuff, especially when we're talking about what could potentially be a challenging economy in 2024, but. Just be beautiful. Just show up as an amazing human being. Again, sales are absolutely gorgeous. They are absolutely transformative.

**Jamie Gulino Davis:** It does not have to be gross. It does not. You don't have to be the dominant person, on call. If they're on call with you, the truth is. They're searching for help. They're looking for the right coach for the right business mentor. show up fully, as yourself. If it's energetically aligned, you're going to intuitively, feel it and everyone comes to yes easily.

**Elaine Lou Cartas:** Yeah. And it was really interesting because a couple of times, even in the past month, people said, Oh my God, I got so much value in the call. I really appreciate how you communicated with me. I'm just not ready. And I was like, no worries. Best of luck to you. I also wanted to say I stood in my power because my price has increased.

**Elaine Lou Cartas:** I'm like, I want to just also be transparent. My prices have increased this year. I know we had the conversation last year and I can't honor the prices that I, shared with you last year. Jamie, I'm looking at time. I know. Do you have, what is a takeaway or reflective question you'd love to provide to our listeners?

**Elaine Lou Cartas:** Yeah,

**Jamie Gulino Davis:** I think the biggest takeaway is, It's really understanding, and I've said it numerous times, like really understanding how beautiful, sales can be. There's a lot of people that get really uncomfortable when it comes to asking for the sale or presenting, what an investment is.

**Jamie Gulino Davis:** And there's the tiniest little tweaks that you can do in any kind of sales conversation. When I say sales conversation. in your email copy, in your social posts, in actual verbal conversations, when you're presenting in front of an audience, there's the tiniest little tweaks that you can do that will immediately build the know, and trust, that will immediately put you in the position of the expert.

**Jamie Gulino Davis:** And when we do these tiny little tweaks, what they do is. They increase our sales conversions. Why is this important? Because it puts more money in your business. It allows you to make that greater impact. And also, and I said this, my number one currency, it puts time back into our calendar, right? Time for me to enjoy my babies on these beautiful snow days.

**Jamie Gulino Davis:** And I want everyone else to have that time back in their calendar too, because life is too short.

**Elaine Lou Cartas:** Yeah, Jamie. Thank you so much for your time. Now. I know we're going to have the training in the show notes. So please check that out. But if people have fallen in love with you, which I don't understand why people would not, how can people reach out or find you?

**Jamie Gulino Davis:** Oh, I love that. The beautiful thing about. All of my handles, whether it is the website, Instagram, or LinkedIn, it is Jamie Galino Davis across the board. I have tons of freebies on the website. There's some like great offers in there. My social posts, I love being informative and educational where I'm constantly dropping, little tips and tricks when it comes to sales.

**Jamie Gulino Davis:** So definitely follow me on social. But like the number one thing, I've been so lost my whole career. The number one thing. I want for everyone is I want you to find a way where you truly are not intimidated by sales and learn to enjoy it because Elaine said, it doesn't take hundreds of people.

**Jamie Gulino Davis:** It doesn't take thousands. Elaine herself has a beautiful, prosperous business model. And guess what? 24 clients a year, baby. That's sales. It's beautiful. And it feels

**Elaine Lou Cartas:** good. And guess what? To be transparent, I did all my numbers. It hits even like my personal goals of going on trips. Look at that. Only doing three days of calls a week.

**Jamie Gulino Davis:** Yeah. And having time for like boxing, a personal life, like all of it and that's the balance is everything. I really believe in the balance, you'll see on the website, I have the corporate, past, I have the depth and breadth where I've had a success online and offline. And the one thing that has stayed consistent throughout is being able to match that brilliance with the balance.

**Jamie Gulino Davis:** Otherwise none of it's worth it.

**Elaine Lou Cartas:** No, it's not. Jamie, thank you so much for your time. Oh, thank you, Elaine.

**Jamie Gulino Davis:** It's great to be here. Thank you.