



## The Compassionate Sales Formula Experience

“Selling is a great opportunity to be kind”  
Alisoun Mackenzie

The Compassionate Sales Formula is a unique approach to ‘selling’ for heart-centered business owners and entrepreneurs who hate or avoid selling. Or who don’t know how to sign up clients in a way that feels authentic and ethical to them.

During this inspiring and content rich experience you'll learn a range of ways to change how you think and feel about selling – so you feel good and can immediately get better results when speaking to potential clients.

What really works is the fun fusion of leading approaches to personal and business success including smart marketing and selling tips, ways to grow your business by supporting social causes, movement, practical exercises, tapping and visualisation.

By attending you will:

- Discover common mistakes many heart-centered business owners make that lose them business.
- Learn simple steps to signing up more clients, in a way that's authentic to you.
- Identify any holes in your sales process – so you can fill them!
- Overcome emotional resistance to ‘selling’ or success using tapping.
- Hear how supporting charities or social causes could be a great way to grow your business.

This is an enjoyable and thought provoking presentation, workshop or training event with a difference – inspiration, participation and practical exercises.

A great event for conferences, business networks and training providers.



Often described as one of the most authentic, inspiring and heart-centered souls you can meet, Alisoun is on a mission to guide heart-centered business owners and entrepreneurs to turn their passions into profits and make a difference in the world.

Since 2003 Alisoun’s keynote presentations, training events, mentoring and best-selling books, *Heartitude*, *The 9 Principles of Heart-Centered Success* and *Give-to-Profit: How to Grow Your Business by Supporting Charities and Social Causes* have favorably changed the good fortune of thousands of people worldwide.

Alisoun’s regular humanitarian trips to help genocide survivors in Rwanda have profoundly changed her life, and influenced the way she puts social impact at the core of her business.