



Bio

Catherine Watkin, founder of Selling from the Heart, is a sales expert who works with heart-centred business owners who are gifted and passionate about what they do, but struggle in business because they feel awkward when it comes to selling their services. She teaches them how to have effective sales conversations that feel authentic and comfortable – and get great results. Authenticity and integrity are Catherine’s highest values and during a sales career spanning 20 years she’s always approached sales with those values in mind, even in traditionally cut-throat corporate environments – in fact she sees this as the secret to her success. Catherine is an authentic and inspiring speaker with an important message and is a role model for how it *is* possible to create a successful business without resorting to sleazy or manipulative sales and marketing techniques. **[137 words]**

Potential Talk Titles:

- Heart-Centred Sales: How to Get More Clients Saying “Yes!” without being Pushy
- Selling from the Heart: How to sell in a way that feels Authentic and Comfortable
- Selling from the Heart: How to sell without being Pushy
- Heart-Centred Selling: a new paradigm for sales conversations
- Why “Closing the Sale” doesn’t work for Heart-Centred Businesses

Talk Description - Example Copy:

Do you love what you do but feel uncomfortable when it comes to the sales part?

Do you find yourself avoiding sales conversations altogether because the last thing you want to do is appear manipulative or pushy?

Maybe you went into business because you want to make a difference but find yourself frustrated and struggling to get enough clients because you don't feel comfortable applying manipulative sales and marketing techniques?

If this sounds like you then I'm delighted to introduce Catherine Watkin, an expert in what she calls "Selling from the Heart".

Catherine says that one of the biggest problems faced by most heart-centred business owners is that they've never been shown how to gain clients in a way that feels good – for both you *and* the client. Traditional sales approaches often just "don't feel right", and without knowing that there is a different way it's easy to just avoid selling altogether.

In this 90 minute talk Catherine is going to show you how you CAN have heart-centred sales conversations with full integrity that lead your clients effortlessly to a decision to work with you - and not only that but feel really excited about their decision!

She's going to share with you:

- Why it's time to let go of the old paradigm of traditional sales – and why buying into these old sales myths could be costing you business
- A new way of thinking about sales and selling that will massively increase your confidence and ease when speaking to new clients
- How to have effective heart-centred sales conversations that get you brilliant results... including the 4 key elements that you need to have in place to create magic!
- Key things to do (and not do!) to ensure you never come across as pushy. Implement these simple pieces of advice and you'll never need to worry about being pushy again.

You will walk away from this talk with a shift in the way that you think and feel about selling your services, as well as plenty of tips and advice that you can go away and implement straight away to help you get more clients saying "yes please!" to working with you.

And in case you are wondering, Catherine's form of heart-centred selling isn't about learning 'soft and fluffy' techniques that help you feel better about yourself but still leave you without clients – her approach is practical and grounded and will definitely get you results.

Testimonials

"Catherine is an incredibly inspiring speaker. At Thrive! 2013 she shared her heart centred sales system with an audience of 200 women business owners and absolutely had them eating out of her hand. She knows her topic so well and made it seem easy for the audience. She is one of the most authentic speakers I have ever met."

Julie Hall, Women Unlimited Worldwide

www.womenunlimitedworldwide.com

"Your talk last night was so from the heart it was beautiful to experience your passion and authenticity. I would love for you to come and do similar talks to people in West Sussex as I know so many people could benefit from your approach."

Matt Roberts-Ward, Hypnotherapist www.stepintohealing.co.uk

"What a beautiful and empowering new way to look at sales. For me it was a huge relief to learn that it really is possible to sell from a place of integrity and authenticity, so that selling becomes an act of service rather than a pushy, manipulative manoeuvre that gets people saying 'yes' when it's not appropriate for them."

Linda Anderson, EFT/Tapping Coach & Trainer

www.tapintoyoursuccess.co.uk

Photographs



For larger/higher resolution photos, please access and download in the Dropbox folder [here](#).

Logo



For larger/higher resolution logo in transparent .png format, please access and download in the Dropbox folder [here](#).

Links

Website URL: www.catherinewatkin.com

Facebook page: www.facebook.com/sellingfromtheheart

Twitter handle: [@cathwatkin](https://twitter.com/cathwatkin)

Linkedin Contact: <https://www.linkedin.com/in/catherinewatkin>