

#120 How Confidence Defines Your Value with Leah Neaderthal

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SPEAKERS

Michelle Glogovac, Leah Neaderthal

M Michelle Glogovac 00:01

You're listening to the mind simplified life podcast and this is episode number 120.

M Michelle Glogovac 00:12

Welcome to the mind simplified life podcast, a place where you will learn that your past and even your present. Don't define your future. Regardless of what stage of life you're in, I want you to feel inspired and encouraged to pursue your dreams, simplify your life and start taking action today. I'm your host, Michelle Glogovac, and I'm excited to share my stories and life lessons with you will taking you on my own journey. This is my simplified life.

M Michelle Glogovac 00:46

Hi, friends welcome to another episode. I'm your host, Michelle Glogovac. Let's talk sales. Oh, doesn't that sound like so much fun. But it can be I was in sales for almost two decades. And truth be told, you're actually always selling even if your job title isn't sales. I sell my services to clients. And if you're a business owner, you are too. But what happens when a prospect says no? How do you come up with what your services should be valued at? My guest today is sales coach and host of the smart gets paid podcast, Leah Neanderthal. Leah is helping women not only get better with their sales, but finding the confidence they need to make more sales. Leah is like most of us in the sense that she didn't like the connotation that the word sales has. As an introvert, it was never her thing. You're going to hear how she not only made it her thing, but how finding your confidence is what's going to also define your value.

L Leah Neaderthal 01:47

Hi, Leah. No, no,

M Michelle Glogovac 01:50
I am so excited to talk to you. You're my first interview of the new year.

L Leah Neaderthal 01:54
Oh my gosh, I'm so honored.

M Michelle Glogovac 01:57
Can you take a moment and introduce yourself to everyone, please?

L Leah Neaderthal 02:00
Sure. I'm Leanne Mittersill. And I'm the founder of smart gets paid and I'm a sales coach for women who run service based consulting and coaching businesses.

M Michelle Glogovac 02:09
And smart does get paid right? That's a great name.

L Leah Neaderthal 02:13
Hey, that's that's the point, right?

M Michelle Glogovac 02:15
Yes. Dumb doesn't get paid?

L Leah Neaderthal 02:19
Well, you know, I talked to so many women who are so smart have, you know, either from their their past careers or their current careers, they're doing such amazing work. They're so ambitious. They're so smart, and they think to themselves. If I'm so smart, why is getting clients so hard? Why should this be so hard? For me? It's so frustrating. And so yeah, I mean, the trick is, or not even the trick that my whole goal is to help women, smart, ambitious women be able to do the work that they love with the clients they love and get paid handsomely for it.

M Michelle Glogovac 02:58

I love that. That's my goal. I am smart. I want to get paid handsomely.

L

Leah Neaderthal 03:04

Absolutely.

M

Michelle Glogovac 03:05

How did you get on this path? What was your career like before? Cuz I imagine you didn't just wake up one day and go, I'm going to be a sales coach. And this is what I'm going to do.

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Leah Neaderthal 03:16

Now. And in fact, I'm probably if you had looked in my earlier career and my background, you would probably named me in your yearbook least likely to become a sales coach. I am. You know, I'm from the south. I'm a total introvert. I'm so much more comfortable, you know, being in the background doing the work. And, and I certainly don't come from a sales background. My background is actually I spent my corporate career in corporate marketing, I worked in big advertising agencies. I and I went in house to a tech company in Chicago and in 2010, I quit my job and traveled the world. I'd saved up all this money is going to do is like your long trip around the world with my with my partner at the time. And so we started backpacking, we had this whole itinerary we started backpacking,

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Michelle Glogovac 04:09

and if you ever backpack I have not know. Well,

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Leah Neaderthal 04:13

okay, one thing if you if you're listening to this, you guys, if you backpack, you know how it's actually like, not that fun. Like you want to see all these places, you know, you want to see these places and experiences places. And what you find is that you're going from, you know, city to city or town to town or little you know, hostel to hostel. And it's such a whirlwind, and you don't see an experience places that you don't like the way you want to. And so it's just a blur. So what we decided was somewhere between, you know, Nicaragua and Panama, we sort of decided this is not what we wanted, so we decided to slow down, and instead of trying to go on this whirlwind year long trip In a world and then go back and spend the rest of our lives, you know, working for somebody else living under fluorescent lights, what if we started a business that would allow us to live anywhere. And so we did, we started a marketing and web design agency. And that was our first business. So at or, after about eight months, we, we cut the trip short, we came back to the States. And I feel like as soon as we landed on US soil again, I like, started to panic, basically, like, we came back to get new clients, you know, so that we can switch over yet, keep traveling, you know, go on leave. And at that time, you know, we would spend anywhere from three weeks to three months in a place, you know, using running this business that would allow us to live anywhere. And so our whole job was just to like, get clients

when we came back to the States, but I feel like I just like everything, I just clammed up, all of my corporate conditioning, you know, came back with a vengeance, I was like, I need the 401k matching, I need insurance, I need all of these things. And even though we really only had one job was, which was to get plants like I couldn't do it, I had no idea what I was doing. And I was so paralyzed. And I actually even went back into the job working for somebody else. But which was like a total mistake, I lasted six months, it was awful. Like I after having run our business on our own, could not go back and work for somebody else. So I knew that if I was going to recommit to my business, running this, this consulting business, I needed to learn how to get clients, but I didn't want to do it the way I'd seen anybody else sell to me because you know, just felt a little salesy and didn't feel right. So I ended up teaching myself, I read everything I could get my hands on, which turned into 65 books, about selling, but really about a lot of other things like psychology and social dynamics and stuff like that. I tested every single strategy with my own clients, anything that felt salesy. I ditched anything that felt comfortable and kept. And I started, I didn't really realize at the time, but I was I was forming a selling methodology that started really working, it felt really comfortable. And using that selling methodology, I have a 92% win rate. And I've sold \$3 million in work. So that was working women. Yeah, I was working. So that's what I teach women now. So you know, just to answer and just to go back to your original question, definitely did not come from a sales background. But everything I learned, and I had to sort of learn along the way, you know, showed me that listen, if I was struggling with this, other women was, we're struggling with this, too. And so can I take what I have learned for myself? And what made our business successful? And what made me successful in subsequent businesses, and share it with others?

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Michelle Glogovac 07:59

And what do you think what what is one key part of it, I don't want you to share, like your secret sauce or anything, because people need to come and work with you to get that. But is there like something that really stands out for you, because as someone who spent 18 years in sales, and since I still own my own my own business, so I am constantly selling, you know, myself, my services, I feel everything is relationship based. And I think that when we think of sales, we think of like slimy car salesmen. And nobody wants to do that or be that. And so I come from the perspective of it's all relationship based. So before I try to sell you anything, I want to get to know you as a person. And that's where I come from, in my line of work and what I've done for, you know, decades before, so what part of what you teach, it is like the the aha moment for people.

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Leah Neaderthal 08:50

Yeah. I, well, there's, there's sort of so much, and it's so interesting to talk to somebody who comes from a sales background, because I feel like I spent a lot of time thinking, Well, I don't come from a sales background. So I'm at some sort of disadvantage here. But if you look at it in terms of their relationship, whether you're talking about you realize, and you and you sort of adopted a beginner's mindset, you realize that not having a sales background doesn't have to be a disadvantage, right? It can be an advantage because it forces you to really start fresh. But I think the one thing that like really changed things for me, was this idea that and this is gonna sound so basic, but it's is that the idea that you are on the same level as everybody else? Because I think we spend a lot of time feeling like our prospects have all the power that they are, they're the big shots, right? Or they have all the power, they know what they're doing. You

were sort of sitting there like asking to be hired and asking for the business. And if you can see yourself, if you can just sort of put yourself in this mindset of, I'm the same as everybody else, it really changes things. There's actually a woman named Deborah Tannen. She's a social socio linguist, and she wrote a book, she's written several books, actually. But she, she identified this concept of what's called one up one down. So I, when I teach people how to do this, and if you're listening to this, and you're not in a car, driving, you can do this with your hands, you have like you're on, you take your left hand, and put it sort of parallel to the ground, right? And put it in front of your eyes, and then take your other hand, your right hand and put it to the parallel to that, a lot of times we feel like we are one down, we're in the one down position. So take your little left hand and put it below your right hand. But you know, if you can see yourself on the same level, then it changes every interaction, and you actually can start to build the relationship that you are talking about Michelle,

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Michelle Glogovac 11:15

that makes total sense. And I think that for a lot of us, you forget that you are the expert. And that's why someone's coming to you, you know, especially when you're selling yourself as the service. It's that mindset, like you said, Have you no, no, I am good at what I do. You know, why wouldn't you want to work with me or buy my service or buy my product? Because I know what I'm talking about. And there's a reason that this prospect has come to you in the first place. And I think we often forget that.

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Leah Neaderthal 11:46

Absolutely. You know, I spend a lot of time with my clients working on their messaging, value based messaging. And one of the reasons we do that is because it makes the sales process a lot easier, you know, you attract the right people, the people that you saw, really communicates your value. But another really important reason is that it you take the value that you provide once you can really articulate it, and you almost like wrap yourself in as like as a as a blanket, you know, and you use it to whether you want to think about in terms of like sealing yourself for the, for the sales process, or for a sales interaction, or just reminding yourself that, yes, I do provide all this value. And when you know, if you sort of the sort of thing we get to in in our work together is that you are offering that value to your client, not asking to be hired. And that's a really important shift. If you you know, it doesn't, it doesn't require you to be like, I'm so great, I'm the best at what I do. I'm you know, the expert, Guru, whatever, which makes a lot of women uncomfortable, right. But if you can simply say, I have, I can provide tremendous value, I, I can bring that value to my clients, and I'm offering it to them, and not asking them to hire me.

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Michelle Glogovac 13:17

Like that. And I feel like there's also this component that comes into play when it comes to pricing yourself as well. Especially when you start out and you don't know where you should be. And there's that uncomfortable level of well, what if I, you know, overpriced myself? And they say no, or, you know, it's too much. And where do I begin? Is that something that all comes into play with you and your clients as well? Oh, absolutely.

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Leah Neaderthal 13:41

I mean, everybody, first of all, nearly every woman I talked to is under charging, even the ones who think they're not under charging, I know for a fact that they can be charged, they could be charging more. So this is sort of a universal thing. But it absolutely comes into play, you know, this is what we're talking about in terms of value, it comes into play with pricing. Because if you don't, you know, if you don't understand the value, if you can't articulate the value, then you're kind of trying to convince them to see why they need to write. And then if you and if you feel like you're in a convincing position, then of course, you're not going to charge what you would like to be charging. And of course, you're gonna think, Oh, well, you know, if I price myself too high, then they're gonna say no, right? But if you can start the conversation at the level of value, that's the first step to getting charged to getting paid, what you're worth, right. So you know, it's the difference between saying something like I'm a graphic designer and then charging by the hour versus, you know, saying something like, I create, you know, brands that turn Your viewers into loyal raving fans. Right? That value statement right? There really starts the conversation in a much different place, and then you can start to price your work according to that value.

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Michelle Glogovac 15:14

I love that. Yeah, yeah, it's definitely an issue. And I can attest to this, because when I started out, I literally was charging clients \$100 a month for doing exactly what I do now.

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Leah Neaderthal 15:27

And hopefully a lot more than that a lot.

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Michelle Glogovac 15:29

Lot More. Yeah. But, you know, I didn't have the confidence in myself. I didn't, you know, I've done some research on what, you know, competitors were charging. And, you know, I think you when you come into this, especially from a corporate background, where you're like, Well, this is what I made per hour, you know, and they gave me benefits and whatnot. It's really a learning curve, overall, as to what you should even begin to charge with?

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Leah Neaderthal 15:56

Oh, absolutely. Well, and, you know, the, you talked about, you know, looking around and asking competitors, I have so many opinions about this, but I'll save it. You know, I think that a lot of entrepreneurs, women, especially, are just sort of sold a bill of goods when it comes to pricing, you know, this hourly pricing, I call it like the bad math of entrepreneurship. You know, it's but it's everything. Everyone who has started a business has heard some version of this, which is take what you want to make in a year, divided by the number of hours you work, you know, a 40 hour workweek, and that's your hour. Right? Right. The problem is, and you know, you and everybody who's listening to this knows that if you're not working, that you're not making money, and it just leaves, a lot of people broke. And I'm working too hard. So this is

why you know, when you can articulate your value and pair it with confidence, and that sort of peer mindset that we were talking about, you can start to charge value based pricing. So price for the value not for the hours, or the deliverables.

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Michelle Glogovac 17:04

Yes, I wish that I would have learned that in the beginning. I had a client who was a coach who said to me, Well, your 100, I bet you could make \$250 a month off a client, and you would only need like, 10 clients or something to you know, make a good income? Like, that's funny. Do you know how many hours that takes me to work? I live in Silicon Valley, you know, I need more than \$250 a month per client? Because that's not going to get us anywhere. Right? Nor is it any reason to leave a corporate job where, you know, I could be stressed out and hate it. But I'd be making a lot more money, you know, at it at the same time. So there's always that pro and con badge, and all of it.

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Leah Neaderthal 17:46

Absolutely, absolutely. Once you get to so, you know, going back to what we're saying about, you're the same as everybody else, I feel like we ended it, there's a lot of women, we feel so lucky to be there. Like, wherever there is there in the conversation there with you know, a client who expresses interest in working with us, even they're in conversations about maybe have getting a full time job, right, we feel so lucky to be there, that we don't feel like we can sort of stand in our own power, right, in our own value in our own confidence. And so part of my work is helping people under you know, have been alone and work with understand, like, you know, you're not yes, you can, you can be grateful. But that doesn't mean you're lucky. And that doesn't mean that you should, you know, subjugate what you need in terms of the price you want to charge or set boundaries, or, you know, assert yourself or get to a working relationship that's really advantageous for you and profitable for you. I don't know if I don't know if that's making sense. But like what you said just does Farfan and me just this this thing, like, I hear so much about like, I'm, I feel so lucky. And that causes us to maybe agree to or do things that we wouldn't otherwise do.

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Michelle Glogovac 19:09

I love the way you put that. And yeah, the lightbulbs are really going off in my mind right now. Because that makes total sense that, you know, we do feel this lucky part. And, you know, I don't know if men feel the same way. I kind of doubt it. Just judging from my husband, you know, he doesn't stand around going, Oh, I'm so lucky to be doing this right now, you know, or, but he does at the same time, say, you know, we're so he works remotely too. So he'll he will say, you know, I'm so lucky that I have this job that allows me to pick up the kids drop off the kids, you know, be there for dinner every night, not travel, you know, 300 days out of the year. So he recognizes that too, but at the same time, I think there's an extra component where he needs to go and find something that also lights him up and doesn't just make him feel lucky to be here at home when he is

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Leah Neaderthal 19:58

absolutely absolutely no I think that, you know, yeah, like I said, it's it's, it touches so many things. I mean, you know, people do it in dating all the time, I feel so lucky to be with this person and this person has expressed interest in me. But then maybe you you ignore things that you maybe put yourself second, right? It's, it's something that I think women especially are, are socialized to do, you know? And so when when you start your own business, this, this conditioning really works against you, and you have to really unlearn it, so that you can learn that confidence and that you belong here.

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Michelle Glogovac 20:38

I love that. And how do you? How do you start to learn that?

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Leah Neaderthal 20:41

Where do you even begin? Well, first of you work with me, of course. You know, where do you start to learn it? You,

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Leah Neaderthal 20:52

you start it in your, your value? I mean, I, everybody, anybody who's who has heard me on it, or work with me or heard me on my podcast knows that this is what I talk about all I mean, it's like this such a foundational element, really being able to articulate your value. It's where I think it's where confidence begins. But they're, I think there's, there's a few different ways of confidence, right? There's like, confidence that's, you know, sort of motion motivational, like, girl be more confident. Right. And I think that's sort of, there's a place for that. But you know, what really builds confidence is, especially in a sales process is like, when you have a full sales pipeline, you can be pretty confident, you know, when you know your value, you can be pretty confident when you have clients that say, Yes, you know, nothing builds confidence, more than one in clients who say yes.

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Michelle Glogovac 21:47

And then then what happens when they say, No, we're gonna talk about this, and I feel like we've gotten on this tangent. That's been so fantastic. And I'm like, okay, but But then what?

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Leah Neaderthal 21:58

What happens when they say no? Well, I mean, first of all, I think sometimes clients, sometimes we hear no, when, when it's not a hard No. And so I am sort of this internal eternal optimist, where like, unless it's a no, it might be a no leader, or sorry, I'm in my field. Yes. Leader. Mafia, yes. Different. Um, but, you know, I think that we're will always sort of, you know, our site or like, psyches will always sort of gravitate towards the negative. And so sometimes we hear no,

when there is no, but um, yeah, I think that it's important to understand, like, why why clients say no, because it's, you know, the reasons why you say no, might be different than what you expect.

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Michelle Glogovac 22:47

And you bring up a good point, because I think that oftentimes, especially when we look at pricing ourselves, and the value that we bring to the table, when someone says no, you know, your price is too high, that's not a reflection on you, that's a reflection on they they simply can't afford, it doesn't mean that you should lower your prices or give them a discount, it just simply means that they can't afford it. So they need to figure out on their end that, you know, if they want the value that you bring, that they need to start bringing some more value or whatever it is on their end, in order to forge you.

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Leah Neaderthal 23:21

Absolutely. Well, I think there are two ways of looking at it. The first is they have maybe three first is they literally don't have the money, right? In which case, they weren't a client for you, even before you started talking. Right? Right. You haven't done anything wrong by pressing it the way you did, because de your press should come from you. Right, I tell all my clients is your friends comes that this potential client wasn't even a client long before they ever met you. Because their the number that they had in their head was different than the number you had. Right. So, you know, it was never meant to be the type. The second is. The clients don't win clients, you know, because a price it's not necessarily because of price is because they don't see the value. They don't see they don't understand or see how their life will be different, or their business will be different. And so that's, you know, when that's sort of the the next step, you know, going back and saying well, how can I communicate? How can I communicate the value more clearly? more quickly? How can I start it the conversation around value so that by the time we get to price they're they've fallen in love with their own future? Oh, I love the way you put that.

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Michelle Glogovac 24:51

They fall in love with their own future. That's

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Leah Neaderthal 24:53

brilliant. Thank you. You know, when I think of when you think about when you buy something Right, you you buy something because you, you know, in some way your your life will be different or better, right. And our clients, especially if you're selling into, well, if you're selling into individuals, it's it's one thing, if you're selling into businesses, it's actually not all that different that they need to fall in love with how their world would be different. That's the job of a salesperson, you know, the sales role when you're in your business. It's so true. And

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Michelle Glogovac 25:28

Michelle Glogovac 26:10

I think that if you find a prospect that doesn't have that mindset, you know, that's something they need to work on, as well, I, for the first time I had a prospect last month, she's now a client. And when we got to talking about pricing, she said, Well, I have an hourly rate for what my time is worth. So I need to know how much time I'm going to have to spend doing this. And then what your monthly retainer is, and when I shared it with her, because that's perfect. And it was just the first time that someone had actually said that to me out loud that I went, Oh, this is genius. I'm so glad she thinks this way of my time is worth this much. So how much effort do I have to put into it, you know, versus what you're going to bring to the table, so I don't have to do it. Right.

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Michelle Glogovac 26:11

I love them. I do too.

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Michelle Glogovac 26:13

I'm like, I wish everybody had this mindset.

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Leah Neaderthal 26:15

Right? I know, they're definitely you know, I've been really fortunate to work with some amazing clients where I'm just like, I want to replicate you

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Michelle Glogovac 26:25

the ones who pay when they get their invoice right away.

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Leah Neaderthal 26:28

While that and you know, just like have the same mindset. Yeah. Yeah. A similar mindset and are eager and willing and and, and want to do the work.

M

Michelle Glogovac 26:42

Yeah. And and who will let you do the work that you need to do as well, you know, without the micromanaging and all those things we didn't like in the corporate or?

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Leah Neaderthal 26:52

Absolutely, absolutely.

M

Michelle Glogovac 26:54

I love it. I love there's so many quotes and bits in here that I'm like, I can't wait to take this. I'm renaming the title. I think we're gonna go with confidence is how you define

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Leah Neaderthal 27:05

your value. Oh, I like that. Yes,

M

Michelle Glogovac 27:08

I'm saying it out loud. So that way I can remember when we stop recording. I love it. Lee, I love that the front. It's like a breath of fresh air of how you approach it. And it's not a salesy aspect. It's, I like that you're female focused of, you know, this is the struggle that we as women have, and this is how you

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Leah Neaderthal 27:27

help fix it. Absolutely, yeah, absolutely. You know, I think that, well, one thing about I'm a personal development junkie, I love learning about myself, and why I am the way I am and why, you know, the things that are holding me back or holding me back. And so I love that process. And I love sharing that with, with women, because I, you know, you can't do this work, you can't run your own business, you can't go out and get the clients you want to get paid, you know, handsomely dramatically more than then you currently are, without shining a light on what we bring to it, what we bring to this process, because there's a lot, there's a lot to unpack. And once you can do that it really frees you up to get clients but also to run your business. Incredible

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Michelle Glogovac 28:20

ways. Absolutely. Can you share with everyone where they can find you your podcast how they can work with you?

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Leah Neaderthal 28:26

Sure. So if you are listening to this podcast, and hopefully you're a podcast person, head over to the smart gets paid podcast, that's my podcast, where I share I go behind the scenes with my actual clients to share actual coaching calls as we talk through some of their biggest challenges which you might face as well and share some insights there. Of course, I'm huge on LinkedIn is like my my thing. It's it's where I do all of my share all the strategies I'm sharing tips and insights daily. So find me on LinkedIn and then of course my website smart gets paid.com

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Michelle Glogovac 29:04

I love it. Thank you so much for sharing yourself and coming on today.

I love it. Thank you so much for sharing yourself and coming on today.



Leah Neaderthal 29:09

Thanks so much for having me. I loved Leah's



Michelle Glogovac 29:13

perspective around selling because it's not only unique, but I feel like it goes to your heart. When you believe in yourself and what you do and have to offer. You'll find the confidence you need to elevate yourself when you present your services to prospects. You have a value that is unlike anyone else's. It's more than okay to promote yourself and show others that you can change their lives with what you do. Sales doesn't have to be slimy, so don't be afraid to promote yourself and what you offer. And if you still find it scary, go seek out Leah's help and enlist her to work with you. Until next week, be yourself. Believe in yourself and define your value