

What Is Soft Sell Marketing?

In short, Soft Sell Marketing is about putting your heart into marketing.

To each of the men and women around the globe who have committed your lives to making this world a better place while also reaping the reward of money well-earned, we dedicate our message about Soft Sell Marketing, so that you can market with spiritual dignity and integrity and enjoy the financial benefits from the special work you do.

We are committed to supporting you - the soft sell marketer - and your desire to market and sell your products and services online or off without compromising your values or what you believe about how people should be treated.

Selling As Spiritual Service

We present the principle that Selling Is Spiritual Service with the intent to heal the split that soft sell marketers feel between their desire to be of service and their need to be paid, and paid well for what they do. Care-givers, whose lives are grounded in heart-to-heart connections, have historically been viewed as those who should work without ambition for money, because it was thought that money would corrupt the value of tending to those in need.

We repudiate that notion and point to the validity and social value inherent in soft sell marketers' ambition to generate money as it ranks second but equal to their concern for the well-being of their customers and clients.

Bringing In The Future Of Heart-based Commerce

When you think about the future of commerce: What about caring for the well being of those who will use your products and services, caring for their humanity in addition to their payment? What would it be like if that kind of caring lived at the core of the way we all do business? What would it be like if instead of closing the sale you opened the relationship? What would our business world look like if genuine connection was at the heart of marketing? At the heart of our political world? At the heart of our personal world?

That's why we wrote our book *The Heart of Marketing - Love Your Customers and They Will Love You Back* – because it's an invitation to think about selling in a new light:

- Selling with consciousness and conscience;
- Selling with caring and connection;
- Selling that makes what goes on in the marketplace an exchange of value, to be sure. But also an exchange of awareness that we are all interdependent upon one another.

ROI and ROE

To understand whether or not you're likely to be a soft sell marketer—think of it this way. It's all about the difference between ROI and ROE.

ROI

If someone buys your product or service and they expect that the amount of money they pay you will return to them plus a profit, that's a Return on Investment or ROI transaction.

The intent on both sides—the seller and buyer—is an increase in money. So it's fundamentally a money-for-money exchange.

The sole purpose of this exchange is the accumulation and increase in the amount of money over and above that with which both buyer and seller entered into the transaction.

ROE

Now imagine that you are a parenting counselor and a young couple brings you their 5-year old. She's having difficulty adjusting to school. You give them guidance and it works. The child begins to enjoy school.

When they hand you their check, do they expect the amount of the check to return to them plus a profit? Of course not. That's not the nature of the exchange.

What you've done is facilitate a change in their life experience. The young couple wanted the quality of their life to be different and you helped them make that happen. That's why they're paying you.

For that kind of life-change transaction we use the term Return of Experience or ROE. Soft sell marketers, for the most part, specialize in ROE transactions.

ROE marketers include all health providers from MDs to energy healers, every kind of therapist, coach and counselor, life enhancement specialists like interior designers, wedding consultants, home school experts, recreation and travel professionals, musicians, artists, and a nearly endless list of specialists devoted to improving people's lives.

Soft Sell ROI

It's important to note that some ROE marketers also conduct soft sell ROI transactions.

They offer products and services that support ROE marketers including info-product creation, business development, blog and commercial website design, article writing for marketing purposes, softsell/softtopic copywriting, soft sell branding, teleseminar training, first step Internet marketing, and the like. Their intent is to help ROE marketers develop and grow their businesses.

These soft sell ROI marketers focus on the as well as the external elements of marketing, because they know marketing is not an exclusively external endeavor.

In our current role, we are soft sell ROI marketers.

We provide the emotional, psychological, and spiritual permission soft sell marketers need to grow themselves and their businesses far beyond what they imagine. So in our blog we use the slogan—“Marketing with Consciousness and Conscience”—aligning soft sell marketers’ personal integrity with their best business practices
(<http://www.bridgingheartandmarketing.com/blog>)

With Soft Sell You Maintain Your Integrity

Integrity is the primary internal benefit you enjoy as a soft sell marketer—personal and professional integrity. You don’t have to split off your desire to create and sustain a substantial income from your equal desire to treat your customers and potential customers with dignity, respect, and care.

Integrity is about being whole—living within a unity between what you believe and what you do, who you are and what you want, how you treat your customers and how you expect to be treated.

Doing business with integrity goes a long way to eliminate conflicting intentions. For example:

- You will create clear and coherent messages. Being out of integrity often leads to mixed and confusing messages because you are in conflict with yourself;
- Your prospective customer will not have to struggle to recognize and understand who you are and what you provide. Being out of integrity often makes it virtually impossible for your customers to easily identify with you.

So inherent in Soft Sell Marketing is the core of traditional marketing – the Like, Know, and Trust factor. But now it’s for Real - not a marketing maneuver to set the buyer up for a steal.

With Soft Sell Marketing, you build your business while you grow your Self – for the betterment of all.

To See the Benefits of Joining Judith & Jim’s “Soft Sell Marketers Association” go to:
<http://www.softsellmarketersassociation.org>

It’s the international training and support hub for Soft Sell Marketers around the world!
When you join - you come home!