

MARLA MATTENSON



ETHICAL SALES INSTITUTE

Founder of The Ethical Sales Institute and Creator of Safe Space Selling

Business & Relationship Coach for Over 12,000 Entrepreneurs & Celebrities

Speaker, Neuroscience Researcher, Curriculum Consultant and Developer



AN ENLIGHTENING & ENTERTAINING GUEST

FOX

NBC

AP Associated Press

The New York Times

Entrepreneur

abc

Forbes

Marla Mattenson has revolutionized how passionate professionals think about sales and selling.

As the founder of the Ethical Sales Institute, she has created a one-of-a-kind learning community where students discover how to create “authentic trust relationships” within the first 10 minutes of every sales conversation.

Marla specializes in creating “Safe Spaces” for both the buyer and the seller.

Utilizing the latest developments in neuroscience she has created a system where practitioners feel as confident and comfortable in the “Sales Part” of their business as they feel in the “Fulfillment Part” of their Business.

Her Ethical Sales Process eliminates the dread and stress of sales. Marla & the Ethical Sales Institute are dedicated to help you earn more while staying true to yourself and your personal & professional ethical standards.

What Marla's VIP CLIENTS are Saying

“Marla is an incredible guide, leader and mentor and is exceptional at helping people find a new and better way to sell in every area of their lives. I am blown away by her generosity in extra levels of support & coaching. I love learning from her.”

-Marli Williams, Chief Experience Officer for HELL YES!

“Marla helped me 3x my prices. It was remarkable. I got to see how a master followed up with love and service by working with her.”

-Zion Kim, Business & Leadership Coach

“The Ethical Sales Process that Marla teaches is next level sales, with full transparency, full kindness, no manipulation or intimidation whatsoever, and truly feels like a healing process for both the person selling and person buying.”

-Hannah Chapman, Financial Advisor & Wealth Coach

Suggested Topics to Discuss

- How do you build a Trust Relationship the first time you speak with a potential client?
- How can you tell if a potential client will be an “ideal client” or a “challenging client” in your first sales conversation?
- Why is Sales so STRESSFUL for most professionals and practitioners?
- How can new developments in Neuroscience explain:
 - Why safe spaces create trust relationships
 - Why ghosting or rejection feels as painful as a punch in the gut?
- Why doesn't traditional sales training work for Practitioners and Professionals? (Attorneys, financial advisors, doctors and healers, high-end coaches and consultants)
- What is the most effective and least stressful way to qualify a new client? (Let's talk Questionnaires!)
- What's the biggest mistake professionals and practitioners make in their sales conversations?

Suggested Questions to Ask

- What is the Ethical Sales Institute? And why is it so important in today's world?
- You created an amazing concept called the Philosophy of Ethical Sales... what is it? And why did you develop it?
- You created a concept called “Safe Space Selling”... What are safe spaces in sales and WHY is it so important in finding ideal clients?
- What is Sales Trauma, and why do so many practitioners suffer from it?
- You invented a fascinating training called Consent and the Permission Path... Why is consent such a misunderstood concept in today's world?
- Why is rejection such a painful experience for practitioners in sales conversations?
- I know you're constantly studying Neuroscience... Can you explain the neuroscience of Rejection?
- Why is it so hard for Practitioners to find a selling style that helps them rather than hurts them?

