



WHY IS IT IMPORTANT  
TO LIVE BY YOUR  
VALUES AND MEET  
YOUR NEEDS?



## Why is it important to live by your values and meet your needs?

The only way we can ever feel happy and fulfilled in the long term is to live in accordance with our true values. If we don't, we're sure to experience intense life dissatisfaction or numbness. How would you define your values? Your values are the things that you believe are important in the way you live and work. The decisions you make are a reflection of your values and beliefs. They determine your priorities, and, deep down, they're probably the measures you use to tell if your life is turning out the way you want it to. Values are usually fairly stable, yet they don't have strict limits or boundaries. Also, as you move through life and change, your values may change.

### EXERCISE

- Take a moment right now, and discover from this list which of these values are the most important to you? Simply rewrite the list in your order of importance, with 1 being the emotional state you hold as most important, and 10 being least important. Ask yourself: "what is that you want to experience every day of your life"?

**Sales skills help you in all areas of life.**

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**EXERCISE**  
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- Why is it important for you to learn how to sell?
- Why do you want to be confident in selling?
- How would your life change and improve if you mastered sales?

## **Sales skills help you in all areas of life.**

Learning the skill set of sales even if you are not going to be in the sales industry is going to help you in all areas of life. What do you do when you are going for a job interview? You 'sell yourself'. What happens when you are looking for a life partner or a business partner? You 'sell yourself'. If you have kids you need to sell them every day that eating vegetables is great, sharing toys is fun and being polite is important. Learning how to sell, negotiate, communicate and understand others improves all areas of life.

Who wants to be pushing through a sales process? It is tiring, stressful and draining. Instead, we want to be ourselves, selling with joy, lightness and ease. 'Fake it till you make it' is not pleasant. By putting a big fake smile and overly enthusiastic expressions, you are suppressing your autonomic nervous system that goes into a complete freeze. Wouldn't you rather be authentic and real, feeling confident, safe and secure?



### **EXERCISE**

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Anastasha Grace

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