# Module 1 Audio Transcript

Coach 0:00
So shall we jump into

Client 0:02
it. Yes, please.

Coach 0:03
So, what would you like to work on?

Client 0:07
I'd like for today, with previous sessions, I've been focusing to sales and achieving my sales side of things. So, today I want to understand a little bit more deeply around my feelings of how I respond with sales, because sometimes I get how to say a little bit lost on the journey, because if I can't achieve results, then I feel like it's not working. Therefore, I get disheartened by that. So, I want to explore that a little bit more, and how to say how to, how to understand those feelings a bit more, and how to manage those feelings.

Coach 0:45
So, I hear you wanting to explore feelings, and how you respond to sales, and how you feel getting lost on the journey, and may often or sometimes get disheartened by the experience, and that you would like to explore. I'd like to

Client 1:09
explore that. I know it's a short session today, so if I can just have a little bit of an understanding coming from there about through the session, I can build out something that will help me to start putting into action some points around that would be nice.

Coach 1:30
Okay, and how are you feeling right now, Tim?

Client 1:37
Right now, not much. It's an early morning, yeah. yeah, no, for the topic, though. I mean, in all due respect, though, for the topic itself, this is an important one for me, because I know, I know from my previous sessions when I worked on this, this is an

area which impacts my performance, so so it has a lot of meaning for me in that sense.

Coach 2:10
Yeah, I hear you saying that, you know, performance has a lot of meaning for you, and that this seems very important and very significant to you now.

Client 2:22
Yep,

Coach 2:24
yeah. So, just to check in with you briefly. So, at the end of our 20 minutes or so, what outcome would make you feel that our time on such an early morning is worthwhile?

Client 2:37
That's a good question. I think for me, even if I can just get, I don't know, get in and understand those feelings a bit more, and where they're coming from for me, what's triggering them. So, if I can understand at least a couple of those triggers, potentially that would be helpful for me to start putting place some actions that I want to do to improve that performance, my sales performance.

Coach 3:08
What would understanding those triggers look and feel like?

Client 3:12
It's a good question. Understanding, I guess, partially, and this is why I say it's in such a short time, it's not an easy thing, understanding where they're coming from. What's what's what is the trigger for those feelings? Impact is not a problem, I know the impact, it's more about the action planning of how to even leverage the feelings, I guess, use the feelings to push forward with, in a way, use them in a positive way, not in a negative way.

Coach 3:54
Yeah, so I end it. This I getting the impression that this is a very emotional topic for you, that their feelings are really wrapped up in these activities around sales,

Client 4:10

but I think I think one of the things I would say is it also results in me, how do I say, switching off, because the best way I isolate those feelings is just to switch off on that topic, and therefore not do that work, so you know, in a way, it's like running away from those feelings rather than dealing with the situation. If I could put it that way, I guess that's one way to describe it. It's a little bit of a, in that sense, like I said, it's a negative response.

Coach 4:55
Understood. So, if you could describe. Your current situation in a kind of a metaphor, what would what would that be?

Client 5:12
I have a bit of a smile on my face as I think about this. I imagine sitting in a boat with my myself and I'm paddling and trying to bucket the water out as I'm slowly sinking.

Coach 5:23
Wow,

Client 5:24
I guess that's how it is. Because, like, you know, you start off, you, you go out, you chase, you're doing student work towards your sales, or whatever else you're chasing that, but you don't get a response back, or you don't get something back from somebody, and not receiving that response then triggers the feelings of okay, I'm not doing a good job here, I'm not being able to get any success out of the situation, and therefore that then triggers the next step, and off it goes in a cycle for me, I think the analogy or the metaphor of a sinking boat, where you're paddling along and trying to bucket the water out the same time, is maybe a good analogy or metaphor to use.

Coach 6:13
What's coming up for you emotionally as you share this metaphor?

Client 6:19
It's an uncomfortable space for me, it always is an uncomfortable space. That's why it's key topic for me, important topic for me.

Coach 6:30

And what would you like to do with this feeling in this space from here for the remainder of our conversation? Where would you like to take it? I

Client 6:48
I want to understand it more. I want to be able to, at the moment, like as I've done with you here, I can't really name it. I can't name what it is or where it's coming from, I know that it exists. I know I know it's there. I want to be able to not control the feeling, because something like I said, I want to tell you, I want to use it as a positive. I don't want to use it as a negative, and I don't want otherwise. I want that boat not to be sinking. I want it to be able to give me more energy and power to push forward rather than bucketing out the water.

Coach 7:35
Yeah, I sense this sinking boat feeling, and the feelings that are triggered by that, I mean, just from our previous conversations, I'm wondering if you know you mentioned relating to the feelings, if you could let's say revisit the metaphor and what would be another way to tell it in a more empowering way, where you feel more comfortable with the feeling.

Client 8:18
Let me think on that for a moment, I I guess a different way to look at it would be to frame it like an archer in a way, right, and the feeling is my arrow as an archer you learn to adjust how you're going to shoot that arrow according to the situation, so when you're aiming at the target or whatever you're doing, you learn to adjust the angle of how you're going to shoot the arrow according to the winds and the other environmental factors around you, in a way. So, if I took it in that sense, it would be, say, to be the archer, and my the arrow is my feelings, but my targets, the clients, in the way, still the action of doing the sales.

Coach 9:52
What is your real? Yeah. Sorry, please.

Client 9:55
Thinking, I was thinking maybe I framed the target as the wrong thing. If I'm using my feelings as. Arrow, but the target would be the outcome. I'm just thinking a little bit about that target point, but ultimately the feelings would be the arrows that I'm shooting in a way.

Coach 10:19

What feelings are coming up for you in the moment, as you reframe the metaphor this way.

Client 10:30
It does make me feel a bit positive. It makes me start to want to think about the feelings themselves, because as an archer, you have many arrows, right, which means that there's many feelings, and I think that's true. I think that I do have that when I'm working through these situations, that there is different feelings at different times about it. So, I think that's maybe a really good analogy, and a positive analogy, because of the concept of the point that as an archie you have control over how you fire the arrow, how you release the arrow - fire engine is not a good word, but how you release it, how you set it, how you release it, and that's that's like an awareness, if I can say that. However, saying that I feel like it's, it's, I actually feel a little bit scared in a way, because it's like recognizing something.

Coach 11:48
What are you recognizing?

Client 11:50
Just the fact that you've got the different feelings, like, as I said, just talking it through, recognizing that, hang on, there's more than one feeling, it's a series of different things that you have attached to that experience, depending on whether you get a response, whether you don't get the response. How many times have you done a particular action with no response coming through to you on that action? Therefore, is that the right action? Therefore, you're starting to question yourself about, are you doing that right? Are you doing that wrong? Which all has these different feelings attached to it, so that just that awareness, I think, is good to know that that because I mean I can then start thinking I can literally, like I'm doing on my paper right now, is drawing these different arrows to start thinking about them,

Coach 12:48
and interesting, as I listen to you now, remembering just a few moments ago you mentioned wanting to understand the triggers of these feelings that you experience and what's coming to you as you share what's come, you know, share your metaphor and what you're taking from

Client 13:18
that to me right now. I think it's just that opening up of thinking about the, that there are different arrows, it's not just one thing, and it's not triggered by one thing,

that's important for me right now, as I said, you know, just the whole point of if I can draw through those arrows and work them out. Then that's the next point for me, probably is to understand each of them, like I think I've already said, like I have a different feeling for a different reaction. So if I'm doing something consistently I send out, I'm doing for a month, two months of contacting and reaching out to people, but there's no response. Then there's this question: Is it right? Is it wrong? Is it so one of those arrows, for example, if I named it, would be trust, trusting myself,

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