

# Ep #176: Drastically Increase Your Sales with These Proven Sprint Week Strategies



## Full Episode Transcript

With Your Host

**Becca Pike**

[The Hell Yes Entrepreneur](#) with Becca Pike

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Every September, my team and I run a class called Sprint Week. Sprint Week, we've been doing this for, I don't know, five years in a row. It holds a very special place in my students' hearts, you guys. Sprint Week, to me, is one of the most important things that you can do. I do it in my business at least every quarter of every single year.

I noticed that after all of this time coaching all of these business owners, whenever someone comes to me and they aren't making the money that they want to be making, and they've been striving to make that money for a while, and they're just not getting there, the gap that they're trying to fill isn't usually the gap that actually needs to be filled. The gap that actually needs to be filled is that this person often isn't selling at the capacity or at the volume of whatever it is that their goal is.

Let's say that their goal is \$100,000 a year, but they're still selling at the volume of someone who makes \$60,000 a year. Or their goal is \$1 million, but they're still selling the way that they did the year that they made \$500,000.

If you want to make a certain amount of money, not only do you have to get your mindset right, not only do you have to get the resources that you need, but you have to drastically turn up the volume of the way that you're doing everything. This doesn't always mean harder work. I mean, this can be delegated. This can be put into processes. The richer that I get, the more that I don't have to work, the less that I have to work. So this isn't about necessarily working harder, but this is about leveraging more. This is where Sprint Week was born.

Sprint Week is where I bring everybody into a room, and I have a come to Jesus moment with them about turning up the volume of their selling in a sprint style week. Basically saying, hey, you guys can do anything that you can put your mind to for a single week, and I want you to just see. I want you to just see what happens.

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It's gamified. We have a point system. I show them all of the ways in which they can sell. I have them posting CTAs on their stories. I have them posting CTAs on their feed. I have them posting CTAs in their podcast. I have them reaching out to people. I have them cold calling, like old school sales, you guys. Old school sales.

Every single year, there are people that are very uncomfortable. Every single year, the students are blowing their freaking minds, blowing their own minds, blowing their own records, blowing their past sales out of the water. We had people getting four or five, six new clients, like heavy paying high end clients in the first 48 hours of the Sprint Week.

So we just finished this Sprint Week, and it is still for sale for you. You can buy this Sprint Week right now for only \$333. Yes, it is a past class. Yes, you're not coming live, but you still get all of the resources and the timeline in order to do your own Sprint Week yourself.

So the entire class is around two and a half to three hours of content. It is such a fun class inside of Telegram. However, I pulled out a teeny little four minute segment to give to you guys today so that you guys can get a little taste of what Sprint Week is like because here's what I want you to know. It is not just about telling you to go fast.

It is about teaching you why you're not going fast enough. What is the psychology behind selling? Why aren't you selling? What is holding you back? What is going to make this easier? What is going to make this better? What is going to get people to come in and buy from you immediately? The psychology inside of this class when it comes to selling is top notch.

So I'm going to give you a little peek into this. I hope you enjoy. At the end, if you want to have the entire full class, you absolutely can. We will put this in the show notes, or you can contact us at [contact@hellyescoachingonline.com](mailto:contact@hellyescoachingonline.com) for the full seven day Sprint

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Week. This is episode number 176. I am your host, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Welcome to *The Hell Yes Entrepreneur* podcast. I am your favorite business coach, Becca Pike. If you're looking for high level CEO leadership skills, modern day marketing strategies that actually convert the hell out of your leads, and you want to create a big ass wallet and big ass impact in your community, then this podcast is for you.

Welcome to my world. In here, we do two things. We scale, and we play. Because what's the point of being rich if you can't have fun? If you want to make multi six and multi seven figures without sacrificing your gym time, your music festivals, your wine nights with your friends, then I'm your girl. Enjoy.

Whatever came up for you, whatever it was that you put in that comment section, and it comes up for all of us. But whatever that was, that's your story. That's the thought that is holding you back. That's the thought that is creating a feeling and an action or an inaction and a shitty result. The one thought that you just posted, that is your enemy. Your one job is to prove it wrong. That is your work.

If you take anything from today, I want you to take with you what story is holding you back. I don't have enough time. I'm too busy. I'm not ready. I don't know what to do. I feel confused. I'm all in but dot, dot, dot. At least understand that this is why you are getting the results that you want.

Now, our job here is to begin pulling out your story and begin replacing it with a new story. The first thing we're going to do is remind ourselves how important our work is and who the fuck we are. When you feel fully aligned with your work, literally anything is possible. I don't mean like being fake and pretending you're always fired up and pretending you're always excited and always having a good day and you're always ready and you're always aligned and you're always feeling awesome because that is not possible.

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But do you know what it's called when you're not having a good day and you're not feeling good and you're not feeling awesome and you don't want to show up, but you do anyways? That's called leadership. When you begin to win the inner battle between you and you, anything is possible.

It's not that you don't have a kick-ass business. It's not that you don't have a kick-ass product. It's that you aren't reminding yourself on the daily how kick-ass it actually is, how kick-ass you actually are, how many people are needing you and wanting you, and that you are a leader that makes leadership moves and always selling from that place of self-leadership.

When you stop walking around like, it's not happening fast enough. I'm not growing fast enough. I don't know what to do. I don't know what to say. I don't know why everyone else is getting the results. I don't know what to post. I don't like being salesy. I don't want to come off pushy. I want people to like me. I don't know how to grow.

You turn that into, my work is so fucking important. My industry is so fucking important. I am the person to lead my people. I know exactly what to do. I'm ready and willing to be courageous even when I'm scared. I'm willing to lead even when I'm unsure. I'm willing to do whatever it takes to help others create success in my business. I refuse, I refuse to let more years go by just in order to stay comfortable. I'm willing to be uncomfortable.

Not only am I willing to be uncomfortable, but I'm seeking discomfort because I know at the end of this rainbow is the wealth and the freedom that I have been looking for for a long ass time. I refuse to wait any longer. I'm fucking done waiting. That, my friend, that mindset, that is how you have to be. That is who you have to be. That is what you have to dig out of the dustbin and brush it off and protect it at all costs because that's the mindset of a millionaire.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My

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team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

When you share this episode with a friend or leave us a five star review, it is like pouring a little bit of magic into our podcasting bucket. It is what gets our work recognized. It's what gives us energy and keeps us going, truly. Not one share nor review goes without recognition from our team. As always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

Hey, thanks for taking the time to listen to today's episode. If you're looking to get more clarity and momentum for your business, visit [hellyescoachingonline.com](http://hellyescoachingonline.com). See you next week here on *The Hell Yes Entrepreneur* podcast.