

# Ep #197: The Genius Sales Lesson of the Seaweed Guy

## Full Episode Transcript



With Your Host

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[Joyful Marketing](#) with Simone Grace Seol

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Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked, without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science, and you can do it too. Listen on to find out how.

Hey guys, I want to share the story of something that just happened to me last night. Husband and I went to a seafood restaurant in Korea, right here in Seoul, and I experienced a little moment with the guy that I think owns the restaurant. That was such an amazing lesson in sales. I just want to remember that forever, and I want to tell you all about it, and what you can learn about it.

So, here's how the story went down. By the way, I love looking for sales lessons and these little everyday interactions in real life. I think they teach us so much. We all go to restaurants, we all go to shops, we all go to different business established establishments in real life.

I invite you to just be aware of; how people treat you, how people sell to you, how people relate to you as a customer, and how each of the choices that they make, make you feel as a customer, and be always learning from it. I always am.

Last night husband and I went out for dinner. My grandparents had the baby; we had a little date night. We went to one of my husband's favorite seafood places. He loves seafood, so we went. We go there all the time, but it was the first time that, I think, the owner of the place was out and serving. I think it's because it was a Sunday. Maybe they were short on staff, I don't know. I'm pretty sure he was the owner. So, he was out and serving, and we just sat down.

What happens in Korean restaurants, when you're eating Korean food, if you've been to a Korean restaurant, you probably know is that as soon as you sit down, before you even order anything, they bring you a whole bunch of food anyway. That might be weird if you're not Korean, if you're not used to experiencing Korean food. But in Korean food, there's the food

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that you order, like the actual dish, the entree or whatever. And there's all these side dishes that they give you for free. It's like the basic...

You know how when you go to an Italian restaurant or something, they just give you the bread, right? Even before you order anything, it's like, "Here's the water, here's the bread," whatever it is. Not just Italian restaurants, whatever, like lots of western types of restaurants just give you the bread.

In Korea, it's not bread, it's like ten other things. Like little vegetable things, little bits of things you can kind of snack on before the actual food arrives. If you're thinking that sounds amazing, it is amazing. I love Korean food. So, we go to the seafood restaurant, we sit down, and all the little side dishes that come for free, the guy who's serving us, who's the owner of the restaurant, like I said. He brings this tray full of food, and he's setting them all on our table.

And as he's setting them, it's all free, it all comes with whatever meal we're going to eat. We were going to order some raw fish. I see that he's about to set down, on the table, this bowl of seaweed soup. And the seaweed soup, in Korean it's "Miyeok Guk" it's a pretty standard Korean dish.

And, you know, I could take it or leave it. It's not like I don't like it, but it's not like one of my favorite things ever. My husband actively dislikes it. So, even if it gets put on our table, it was a fresh hot bowl of seaweed soup, I knew that it was probably not going to get eaten. I didn't want him to waste food, so I told the guy, "Hey, I'm sorry. We're probably not going to eat the seaweed soup. We don't tend to eat it. So, I don't want you to waste the food. If you could just take it back to the kitchen. We'd love to eat everything else."

Every single time I've done this, where before they serve me the free food, I say, "Hey, we're probably not going to eat this or that. Take it back to the kitchen." You know, before it even touches our table, they're just like, "Okay," and then just take it back. But this guy, this is the moment it gets

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interesting, he was like, “Oh, you don't want to try this soup?” And then, he started going off on this spiel about why I should try this soup.

He said, “Oh, wow. Just so you know, you don't have to eat it. But we do the soup a little differently than everywhere else. We don't put in a lot of extra seasoning, MSG. We just put in just pure ingredients. We get really good seaweed, not whatever you can buy at the supermarket. We get shipments of really fresh, high-quality seaweed. We put the really high-quality raw ingredients in, and we don't mess with it. We make it a little differently. And today, I know the kitchen made it with some premium dried fish that came from... And it's really good.”

And he told me all of this and I'm thinking, “You know, my husband doesn't have to eat it, because he just doesn't like seaweed. But he just made it sound so good, that I want to try it anyway.” And so, I'm like, “Oh yeah. You know what? I think I'm going to give it a try.” And then, he puts the bowl of soup on the table. And he's like, “Ah, you chose well. Do you know about this seaweed? This seaweed is so full of these nutrients... Vitamins... They're really good for your skin, they're going to make your skin beautiful. It's really good for your hair. It's good for... And you're going to love it.”

Then, he sets the bowl on the table, it's like steaming hot. He leaves after we place our order. And then, I'm like, “Man, I'm going to eat this seaweed soup.” I start eating it, and it *is* really very good. You know, I've eaten the seaweed food soup a million times before, like I said, it's a very standard Korean dish, that Koreans prepare. Even my mom made it a million times. Like I said, it's never been my favorite thing.

But this, maybe it's because of placebo effect, I just heard him describe all these wonderful things about the soup. But it was really delicious. And I could tell that it was made with high quality ingredients. I devoured that soup, right then and there. And. I wasn't even going to eat it, I was going to send it back to the kitchen.

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As I was eating it, I was like, “This is going to give me good skin because of the nutrients in this seaweed,” I never even thought about that before. And here's what I loved so much about that little interaction, is that the owner of the restaurant, this guy who was serving us, he wasn't trying to sell us the seaweed soup so that he can make money off of it, it was free. If I asked for refills, he would have brought it to us because that's how it works in Korean restaurants. And, he couldn't have charged us.

He wasn't like selling it to me so that he could make money, it was just part of the meal. But he really fought for me just eating the food that they prepared. He could have just been like, “You should try it,” but instead, he really put the care, and the love, and the thoughtfulness into telling me why it's special. He described all the different ways that is special. And it really built up my expectation, so that by the time I was about to dig into it, I was really excited to try it.

And if that was not enough, he went even further. I was already going to eat it, but he went even further to tell me why it's going to be amazing for my skin, and hair, and make me beautiful. And so here I am, eating this very mundane bowl of soup, feeling amazing about what a special bowl of soup I'm eating, and how I'm going to be beautiful because of it. Now, he didn't have to do any of it; but he did.

That's what I think amazing selling is. It's not necessarily so that you're going to buy something and I'm going to make money. It's that every experience you have with my business, makes you feel amazing. It makes you feel like you're getting so much out of it.

“If you're not particularly thinking about how this offer is going to make your life so much better, let me fill in all the details for you. Oh, you're not going to try to seaweed soup? Hey, I'm not forcing you, but let me make you a little case for why you should, and why it's going to be amazing.”

It was, literally, such a selfless, and that feels like a little grandiose of a word to attach there, but it really was selfless attempt to heighten my

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experience at the restaurant. He just really wanted me... I wonder if listeners are thinking, "Wow. She's super-duper overthinking this forty second encounter at a restaurant?" But I was so moved. I was so moved.

You know what really peeves me? What kind of pisses me off, is when people, whether it's like... Hey listen, I get that everybody's busy, everybody has stressful lives, whatever, so not everybody can be super-duper thoughtful all the time. But when salespeople, or servers, or whatever, treat you, not just treat you, but treat the very thing that they're selling or serving like, "Whatever."

Like, they don't particularly care. "If you buy it, that's great. But I'm not going to like go to all these lengths to sell you on a vision of your life that is going to be better, because of this product." Even if it's something as mundane as a little bowl of soup, that doesn't even cost money. You know, now that I think about it, I have quite a lot of these experiences in Korea and Korean restaurants.

I remember going to this like hole-in-the-wall noodle place out in the country, when my husband I were taking one of our road trips, and it was literally out in nowhere, in the country. It was a hole-in-the-wall noodle place. And, I remember sitting down. In Korea, when you order noodles, or actually when you order anything, they give you a side dish of kimchi to go along with it.

Kimchi is a fermented spicy cabbage thing, if you don't know what that is. So, they give you a little side of kimchi, and this grandma, who ran the place, served us our noodles with a side of kimchi, and it happened to be a giant mound. It was like, bigger than my fist. There's no way that I was going to eat all of that kimchi with my little bowl of noodles.

And so, I remember saying to that grandma, "I don't think I'm going to eat this much kimchi. I don't want you to waste it. Could you just take back half of it? I'm probably going to have just a little bit." And then, this grandma sold me on that kimchi, which by the way, again, was free. It came with the

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meal. She was like, “Oh, I just made this kimchi the other day. We had just gotten in the fresh cabbage. My family's recipe...” She really wanted me to try it, and she built a case for how that kimchi is the most special kimchi in the world.

Mind you, the bowl of noodles that I ordered, the actual money that I gave her for it was \$3; three US dollars equivalent. She was really building a case for me eating this kimchi, that she's serving me for free, for a \$3 bowl of noodle soup, because she just really believed in her kimchi, and wanted me to try it, and thought it would be good for me. I tried the kimchi, and it was really good. I probably ate all of it.

So, here's how I'm going to loop it back to the normal things that we talked about on this podcast. So many times, I see business owners, I see coaches, not putting anywhere near the same amount of thoughtfulness and love for the client. The love and thoughtfulness in terms of what our offer is going to change for them. You know, when it comes to a lot of the little things, and sometimes even when it comes to the big things...

For example, if you're going to invite someone to join your email list, a lot of times what I see is, “Hey, you should come join my email list because you're going to get this freebie and it's going to be great. Bye.” Right? Or, “Hey, you should book a consult call, because we will do this, and then you will like it.” It's almost a little bit careless, as if our very act of offering it should be enough to compel people, and to make them understand all the full, rich range of benefits that it's going to give to them.

Think about the lengths that the seafood guy went to, to convince me to try that little bowl of soup. He painted such a picture so that I would try something that he wasn't even charging for. Right? What would it be like if we put that much love into offering anything? Even when it's like, “Hey, follow me on Instagram.” It's just not like, “Yeah, I mean, it's not that hard for you just go to find my Instagram and click follow. Okay? So just follow me. Okay? Alright, I'll give you some useful tips. You should follow me for useful tips. Bye.”

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What would it be like, if you thought very deeply, lovingly, joyfully, about what the experience of someone following you on Instagram is going to be like? I'm just using that as an example, it could be anything. With the experience of somebody downloading your freebie? With the experience of somebody reading your thing, or watching your YouTube™ videos, whatever it is, or doing a consult call with you? What is that experience going to enable for them? That's going to be so delightful and so wonderful? Have you stopped to think really thoughtfully about that?

Okay, so I actually prepared a list of questions for you, that you can use to brainstorm. Actually, they're super potent questions that you can use to brainstorm on how to be super thoughtful about presenting your offer to people, so that they can get really excited about it, get the full joy, delight benefit from it.

And, lead them to have that much more of an amazing experience with your company. Leading them to be a lot more likely to buy from you. Okay, so here are the questions, that I sort of deduced from all the stories that I told you, that I think you should mull over. And honestly, I think that you should pause, go find a piece of paper and a pen, or be able to type into a screen and write these questions down.

Number one; what are the ingredients of the thing that you're offering? So, obviously I'm making like a food analogy here. The seafood guy told me all about the ingredients that went into seaweed soup, and why each one was special. So, even if it's something like a consult call, or signing up for your email list, or signing up for your webinar; what goes into it? What are the elements?

If you could compare it to a dish, what are the ingredients that go into it, that they might not know about? And what makes each of those ingredients special? All the things that go into it, go into the soup, what are those ingredients that they might not know about? And what makes those ingredients special?



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Second question; what went into creating the offer? Or, what goes into you preparing the thing for your people, that they might not know about, that makes it so special? You're planning a webinar or you're planning a short little course. You are offering for them to join your email list. What goes into you sending emails? What goes into you preparing the webinar? What goes into you having created the course, that makes it so special that they might have no idea about?

So, if the first question was about ingredients, the second question is more about the process? In other words, how do you cook it in a way that's maybe surprising for them, maybe interesting for them? That makes it special? What's the recipe that makes it special?

Third question; why is the thing that you're offering, different from what they're probably expecting, based on all the other shit that they see everywhere else? So, remember, the seaweed soup? The guy was like, "This seaweed is different from all the other seaweed soup," and told me how it's different. So, how is your email list a different experience than what they're probably expecting, based on all the other emails they get?

How is having a call with you? How is a webinar with you, different than what they're expecting? And I just want to say here, you don't want to say it in a way where you're putting other businesses down, or putting other people down, or other practices down.

You know, the seafood guy, he wasn't like, "Oh, other people's seaweed the food sucks." He didn't say that. He just said, "This is probably different from what you've tried elsewhere, and here's why." It was more like building up his soup, as opposed to putting down other people's soup.

So, you want to do the same thing. You want to make a case for why your thing is going to be a delightfully different experience for them, based on their expectations from what they've seen elsewhere. But in a way where you are building yours up, as opposed to dragging other people's down. I just have to say that.

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Fourth; what are all the ways that they're going to enjoy being on the receiving end of your offer? What are all the ways it's going to be fun for them, that they might not know about, right now? What are all the ways it's going to be useful for them, beneficial for them? List all the things that you know, because it's your offer, about how all the ways it's going to improve their lives. All the ways they're going to enjoy it, that they might not even know how to anticipate.

So, everybody thinks, they think they know, what they're getting into, "If I download this, it's probably going to benefit me in this way." Ah-ha! But I bet what you don't know, is this and this and that. So, think of all the things.

And lastly, fifth; think about what are some perks of taking advantage of your offer, that might feel totally like coming out of the left field, like totally random? What are some totally unexpected benefits of your offer that they might not know about? What's like, "Wow, that's really surprising."

For example, I did not know that seafood was good for my skin. And truth be told, having one bowl of soup probably isn't going to dramatically change my skin overnight, but hey, it was good to know. Right? So, it's like what are... If you're offering anything in your business, it's like, "Hey, did you know that this might help you with...?" That you probably had no idea about. What are some things that are surprising like that, about the benefits of receiving your offer?

So, I think these are really fun things, fun questions to ponder. And, if you spend some time with these things, you're going to fall so much more in love with your offer. And you're going to have such richer material to use in your copy, use in the way that you talk about your offer. And if you're thinking, "Oh my gosh, I have to do all of this thinking? I have to go through this much trouble?" The answer is yes. Yes, you do.

I mean, not like you have to make a giant complicated case every time you offer something. Sometimes you can just... We don't have the time to do this whole thing every single time. But I think it's not so much you have to

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or you should, but it's more like a state of mind. It's more like a mindset of being exquisitely thoughtful on behalf of the people that you serve.

Wanting them to have the best possible experience with your offers.  
Wanting them to be delighted. Wanting them to extract every last little bit of enjoyment that they can, from anticipating your offer, to grabbing your offer, to consuming your offer, to whatever happens even after that. How can you build in more enjoyment into every part of that journey?

I guess I can add that as a sixth question. You really might want to... I would honestly, rewind and write all these questions down, because these are copyrighting gold.

Everybody. Let's get to work. Let's make amazing offers that make people fall in love with our businesses.

Alright, my friends. If you do this work, and you come up with good stuff, tag me on Instagram, or message me and let me know.

I'll talk to you next week. Bye.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you better get on my email list. Sign up to receive my free e-book called, *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So, get on that link, in the show notes, and I'll see you in your inbox next time.