

CREATIVE
AGENCY
SUCCESS

Sales Mindset

Confidence Vs Neediness



Notes



Notes



EXIT



Providing Safety

- **"No" is Okay:** Encourage prospects to feel comfortable saying "no." This removes the pressure to say "yes" and opens the door for a more honest and open conversation.
- **Decision-Making Power:** Stress that they have the ultimate decision-making power. This empowers them and places them in a position of safety and control.
- **Ask Permission:** Before moving to new topics or asking sensitive questions, ask for their permission. This respects their autonomy and comfort level.
- **Acknowledge Emotions:** Recognize and validate any emotions that come up during the conversation. This builds a deeper rapport and shows empathy.
- **Invite Critique:** Encourage them to critique your product or service. This shows confidence in your offering and openness to feedback, further enhancing the sense of safety.
- **Focus on Their Problems:** Make the conversation about identifying and solving their problems, not about your product or service. This approach positions you as a consultant rather than a salesperson.



Challenge

Outcome

Notes



Notes

