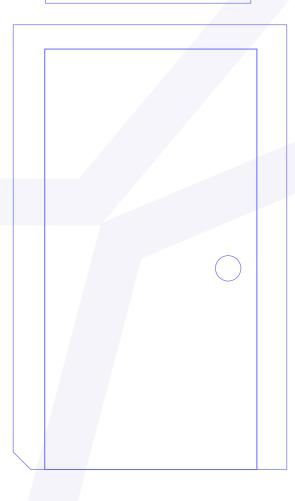


Sales Mindset Confidence Vs Neediness







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