

**SL: Close 9/10 calls with this single shift**

**PV: Spoiler: Most coaches miss this one strategy**

Hey %FIRSTNAME%,

I watched a sales call yesterday that made me cringe.

The business owner spent 40 minutes explaining why the prospect needed his service.

Listed every benefit.

Threw in bonuses.

Even offered a discount to sweeten the deal.

The prospect's response?

**"Let me think about it."**

Classic.

Here's what he got wrong, and maybe you're making the same mistake without realizing it:

He tried to **convince** instead of letting the prospect convince **themselves**.

Most business owners think sales is about persuasion.

But it's not.

It's about **permission**.

When you chase, they run.

When you pressure, they resist.

When you talk too much, they check out.

But when you flip the script?

*Ask instead of tell*

*Listen instead of pitch*

*Let them lead the conversation*

**Everything changes.**

They stop feeling sold to.

They start feeling understood.

And people who feel understood... buy.

I call this the **"backwards" sales approach**.

**Instead of:**

→ *"Here's why you need this"*

→ *"Let me explain the benefits"*

→ *“You’d be crazy not to buy”*

**You say:**

→ *“What’s working in your business right now?”*

→ *“What would success look like for you?”*

→ *“What’s holding you back?”*

That’s when they open up.

And without even realizing it, they start **selling themselves** on working with you.

It’s the difference between **begging for a yes...** and **earning it.**

This is how I close 9 out of 10 sales calls, without chasing or pressure.

And if you want to see how this works inside your business?

**Let’s hop on a free 45-minute call where I’ll walk you through:**

- *How to flip the dynamic from chasing to attracting*
- *The exact questions that unlock buying intent*
- *How to make closing feel natural (even if you're not “salesy”)*

No pitch. No pressure.

Just a real conversation about what’s possible in your sales process.

[Click here to book your call](#)

See you in there, %FIRSTNAME%

Signing off,

**P.S.** I’ll also show you how to turn **“let me think about it”** into **“when do we start?”**

Takes about 3 minutes once you know the technique.