ReConnect

A GUIDE FOR INDEPENDENT BUSINESSES

Selling Without Pressure

Why this matters

If we want to change the way business is done, we have to start by looking at how we sell.

We know what it feels like to be rushed into buying. When we're worried about making a sale, we can do the same thing without realising it.

Selling without pressure means telling people what we offer, giving them time to decide, and respecting the answer we get. Even when we really wanted a yes.

START HERE

What do I say when I'm worried I won't make the sale?

Let people decide what they need

“You need this” can feel like a harmless phrase. But when we tell people what’s missing from their home or life, we’re making an assumption about what they want.

PRESSURE SOUNDS LIKE

“Your living room needs this throw to finally feel cosy.”

TRY SAYING

“This soft, textured throw adds warmth and a little colour to a sofa or armchair.”

Ask yourself. Am I describing what the product offers, or telling someone what their life is missing?

Notice the pressure in reassurance

We might think we're being encouraging when we explain someone's hesitation for them. It can make them doubt a concern they have every right to take seriously.

PRESSURE SOUNDS LIKE

"It's normal to feel scared. That usually means you're ready for the next step."

TRY SAYING

"What's making you unsure? I'm happy to answer questions. Take the time you need to decide."

Ask yourself. Am I listening to their concern, or turning it into a reason to buy?

Get comfortable hearing no

It takes honesty to notice when we want a yes because we're worried about making the sale. It takes practice to sit with that feeling and still respect the other person's choice.

PRESSURE SOUNDS LIKE

"Are you sure? I really think this is exactly what you need."

TRY SAYING

"Thanks for telling me. I hope you find what's right for you."

Ask yourself. If they say no, can I accept their answer without pitching again?

A five-minute sales edit

Set a five-minute timer. Open your latest sales post or a draft you're about to send.

1. Look for "you need", "don't miss out" or "if you're serious". Pick one line that pushes for a yes.
2. Swap it for one specific detail someone can use to decide, such as what's included, how it works or who it's for.
3. Save the edit in the actual post or draft. Read it aloud. Could someone still feel comfortable saying no?

> **TRY IT WITH A PRODUCT**
>
> "You need this planner to get organised." → "This undated planner has space for three priorities a day."

Want the full workbook?

Reply WORKBOOK on Instagram for the free 32-page guide.