

## The Silent Process That Explains Why Your Sales Conversions Fail

Detach to Attract your Exact Client

As a subject matter expert, you provide a valuable service. When you have a strong belief in your product or service with slight detachment on the choice your prospect makes, you become appealing to them.

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When entrepreneurs are building a business they love, they are often so overjoyed to help others, they talk to everyone and anyone about it. If you were to ask them if they are desperate for sales, you likely get a definite, “NO!”

The fact is that as you listen, there is an underlying silent process.

It’s so subtle, yet so powerful.

You may not even be present that it exists while you’re talking to your prospect.

However, it is almost as if the prospect feels it unconsciously.

What is it?

Attachment to your prospect’s choice or decision.

It’s not that you’re begging for the sale outright. It’s so much more silent – just underneath the surface. What are the negative effects of being attached to someone’s decision?

- You feel an internal panic that your prospect is not going to say yes.
- You run the risk of negotiating from a position of lack and experience low self-esteem.
- You will have people overly dependent on you for their outcomes.
- You start de-valuing yourself or your product.
- You don’t have anyone else in your funnel so everything depends on that person saying yes.

The key is to slightly detach from their choice. The more you want the sale, the more you will go into push mode. I don’t mean that you should be completely unfeeling. What I mean is that if you don’t slightly detach from the outcome, you will not only sound needy, you are needy.

Detaching from the outcome is a process. Here’s one quick tip to implement at the beginning of your sales process.

When you are developing rapport with your prospect, set an expectation. Let your prospect know that the choice is theirs. An important way that you work with your clients is to have completeness, which includes a yes or no decision from them. The worst place you can leave a prospect is sitting on the fence. By setting this expectation upfront, you’re allowing them to complete their choice: whatever choice they make.

There’s one more important point about slightly detaching. A *no* does not mean rejection. If it feels like rejection, then you may be more attached to their decision than you think.

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The best part?

When you detach, you'll feel a sense of personal power, confidence, and peace. And that internal confidence is precisely what will attract your preferred prospects to you.