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**Persuasion Habits**

**Top Salespeople**

**Practice Daily**

(Read this only if you sell ideas as much as you sell products)



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The top performers didn't have better scripts.

They had better **silence**.

Better **timing**.

Better **presence**.

Persuasion isn't a skill.  
It's a state of **presence**.

# Habit 1: They Read People Before They Speak

Top salespeople observe first.

Client leans back, arms crossed, they don't pitch, they ask, **“What's your biggest concern?”**

The client opens up.

Awareness sells faster than enthusiasm.

## **Habit 2: They Make You See, Not Just Hear**

They don't sell features - they sell outcomes.

Instead of **“Our tool saves time,”** they say, **“Imagine leaving work by 5 PM.”**

People buy what they can picture.

# Habit 3: They Let Silence Do the Selling

They drop one strong line, then pause.

In that silence, value sinks in.

A client once said, “**Let’s go ahead,**”  
before the next word was spoken.

Most fill the gap; the wise let it speak.

## Habit 4: They Guide, Not Convince

They don't say, **“You should buy this.”**

They ask, **“What's stopping you from trying this?”**


Questions shift the power to the listener.

# Habit 5: They Influence Without Trying to Impress

They don't try to sound smart, they make you feel understood.


A client once said, **“You get exactly what I mean.”**

Because real influence doesn't need pressure, it needs presence.


 Which one will you practice first,  
Silence or Questions?

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Comment “**PERSUADE**” below, and I’ll  
send it straight to your inbox.

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