

FLIP THE SCRIPT: SALES WITHOUT THE CRINGE

Sales isn't about pressure — it's about connection. True success comes from solving problems, building trust, and becoming a partner in your customer's journey. Forget pushy sales tactics. Focus on helping, understanding, and creating real impact.



SELL THROUGH TRUST, NOT TACTICS

People buy from those they trust. When you actively listen, show empathy, and offer real solutions, selling feels natural — and loyalty follows.

THREE WAYS REAL CONVERSATIONS DRIVE SALES AND BUILD TRUST

1 Connect with the Right People

Focus your energy on those already facing the problem you solve. Conversations become easier when you're aligned with people who genuinely need what you offer.

2 Address Both the Problem and the Emotion

People decide with their emotions first and justify with logic second. If you connect with how their challenge makes them feel, you can lead them toward a better solution.

3 Create Loyal Champions

A great experience transforms customers into loyal champions. Deliver real value, and they'll not only stick around — they'll bring others along with them.

DISCOVERY CONVERSATION

A discovery conversation isn't about convincing — it's about understanding and building a real connection. Focus on getting to know their goals, their struggles, and what truly matters to them.

CREATING YOUR ACTION PLAN

Shape your solution around what you've learned. Show them the change you'll create, not just a list of features. Make it real, make it relatable — and make them feel part of the journey.

CONFIRMING THE PARTNERSHIP

When hesitations come up, stay curious. Listen first, show real care, and focus on the value you bring. Then make the next step easy and clear.

CONNECTION-BASED SALES CHECKLIST

✓ Connecting to the Right People

- ☐ Have you nailed down who your ideal customer actually is?
- ☐ Are you making sure the people you talk to are the right fit?
- ☐ Are you asking open, real questions — not just ticking boxes?
- ☐ Are you picking up on what's *really* driving them (stress, ambition, pride)?
- ☐ Are you backing up what you say with real stories or testimonials?
- ☐ Can you paint a simple “before and after” they’ll believe in?
- ☐ Can you explain their biggest problem in one clear sentence?
- ☐ Are you spotting and solving doubts before they even ask?
- ☐ Did you check they’re genuinely interested before sending anything over?

✓ Your Proposal

- ☐ Is your action plan clear, exciting, and all about them?
- ☐ Are you showing the journey — problem, solution, result — not just selling?
- ☐ Are you making the next step feel easy and natural?

✓ Getting Commitment

- ☐ Are you staying curious (not defensive) if hesitations pop up?
- ☐ Are you really hearing them before you respond?
- ☐ Have you made sure all their concerns are fully cleared?
- ☐ Are you keeping the spotlight on impact, not just price?
- ☐ Are you ready to walk away if it's not the right fit?
- ☐ Did you actually *ask* for the yes?
- ☐ Have you followed up with a genuine thank you message?



76%

of consumers prefer to purchase from brands that tailor experiences to their interests and needs

FJ founderhut

Have you joined your local Founderhut

ONLINE COMMUNITY?

Visit founderhut.co.uk

