

Sales Vs. Seduction

When you shift from trying to "get" your prospects to buy, to offering them a **gateway to a life they dream of** - everything changes.

BECAUSE

We hate to be Sold to

We love to be Seduced

Sales is about getting people to do what you want them to do - so it feels slimy

VS

Seduction is about opening a door so your prospects can have what THEY want - so **it feels awesome!**

Sales focuses on what you believe your prospects should have

VS

Seduction focuses on what your prospect is already yearning for and searching for

Sales is about a 'thing': A program, an offer, a product

VS

Seduction is about helping your prospect realize an **awesome vision for their life**

Selling says "I know what's best for you, and you should buy it"

VS

Seduction says, "I've created **exactly what you've been looking for** to take you exactly where you want to go"

Selling is centered on your system, your theory, your belief

VS

Seduction is centered on facilitating a **profound deeply desired outcome** your prospect treasures

Selling is self-centered: It attempts to solve a problem **YOU HAVE** (money /clients) by making someone pay to solve your problem

VS

Seduction is client-centered: It solves one of your prospect's most painful problems by providing a portal to **a future beyond the problem**

Selling is focused on you. ("What can I get?")

VS

Seduction is focused on the prospect. ("What can I **make possible?**")

Sales imposes pressure to act on your prospect from the outside

VS

Seduction creates willing action by **awakening and amplifying** a desire your prospect has on the inside

Sales attempts to convince your prospect why they should buy what you offer

VS

Seduction demonstrates the "signed, sealed, delivered" impact of your offer, so you don't have to convince them

Sales creates an awareness of how much your offer will cost them



Seduction creates an awareness of how much your offer will **create for them, and deliver to them**

Sales disempowers your prospect by positioning them as helpless without your support



Seduction empowers your prospect by providing tools and support that put them at the center of their success

Sales is about a transaction



Seduction is about a **transformation**

Sales is about offering something they "hope" will work



Seduction is about removing the need for hope by crafting an offer that provides everything they need

Sales focuses on a possible purchase



Seduction focuses on a **possible future**

Sales creates a wave of resentment in your prospects when they realize your primary focus was on closing a sale



Seduction creates a **wave of gratitude** in your prospects when they realize your primary focus is on helping them achieve their goals

Sales places your brilliance in service of convincing your prospect to buy

VS

Seduction places your brilliance in service of facilitating a future your prospects dream of

Sales leaves you dreading your next offer, even when you successfully close

VS

Seduction leaves you anticipating your next offer, because it's **another opportunity to change someone's life**

Because sales starts with explaining and convincing, it's a tough, exhausting, uphill climb

VS

Because seduction starts with what your prospects **ALREADY want**, you're **halfway to "Yes!"** before you speak a single word

Moving from a Sales Mindset to a Seduction Mindset is one of the most fulfilling and enriching things you can do for your success.

- ◆ It **frees you forever** from the need to "get" your prospects to buy.
- ◆ Sales simply becomes the opportunity to **open the door to someone's dream.**
- ◆ It helps you share your offers with **enthusiasm and excitement**, because your focus is on **delivering your prospect from their problems**, and **delivering them to what they want most.**
- ◆ You actually **make more money**, because your offers and invitations align perfectly with your prospects **desires and aspirations.**

You really CAN make this happen. And discover an amazing new path to profit where everyone wins.

ProfitSeduction.com