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BUSINESS NOTE

Selling without the sales pitch

On the Farnam Street podcast, Ryan Serhant argues that selling works better when it does not feel like selling, which means building a connection, helping first, and earning the right to ask. He also describes treating each day as a bank of 1,000 minutes and explains why ego gets in the way of closing deals.

A seller of printables can apply the same order of operations by leading with something useful before asking for a purchase. A free one page meal planning sheet, offered alongside a paid grocery list and recipe binder, gives the buyer a reason to trust the shop before they see a price.

Source: **Farnam Street, Ryan Serhant: How to Get People to Say Yes**
https://fs.blog/knowledge-project-podcast/ryan-serhant/