



**Josh Braun**

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# 10 tough sales pills to swallow



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1. Prospects buy on  
their timeline not yours.



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2. Benefits only matter if they matter to your prospect.



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3. Your solution has no  
value without a problem.



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4. People don't buy what  
you can do. They buy  
what they can do.



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5. Trust is why people  
choose you.



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6. People don't buy  
because they understand  
you. They buy because you  
understand them.



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7. Price is the last refuge  
when prospects don't  
perceive your offering as  
being meaningfully  
different.





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8. You're for some people  
but you're not for  
everyone. Don't sell meat  
to vegans.



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9. If they're not  
interested, you're not  
interesting.



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10. Give before asking  
people to sign up for your  
newsletter.

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