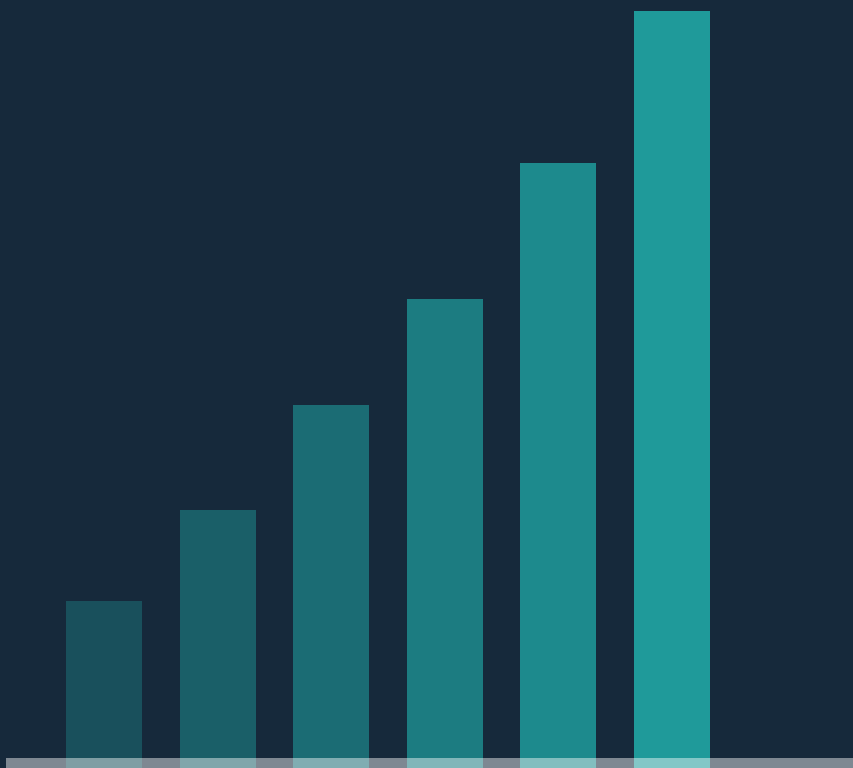
KESTON SCHOOL

SALES & MARKETING · FREE SAMPLE

Sell With Confidence

Run honest sales conversations that help people decide



CHAPTER 1 + WORKBOOK SECTION

BEFORE YOU START

How to use this book

By the last page you will know how to prepare for a sales conversation, ask questions that reveal what a buyer needs, present your offer in their words, answer concerns calmly, ask for a clear decision and follow up without feeling pushy.

1. Read one chapter at a time. Each one gives you a single idea and a single action.
2. Open the Sell With Confidence Workbook and complete the matching section while the chapter is fresh.
3. Do the “Try this” action within seven days. Reading changes what you know; the action changes what you do.
4. Finish with the checklist in chapter 12 and come back to it whenever you slip.

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CHAPTER 1

Why Selling Feels Awkward

Recognize the quiet ways you avoid selling and why winging it, over-explaining, discounting and skipping the ask leave you stuck.

Nadia is a freelance bookkeeper. A café owner named Greg calls her because his receipts live in a shoebox and his accountant keeps sending reminders. The call goes well. Greg laughs at her jokes, tells her about the shoebox and says she sounds like exactly what he needs. Then Nadia hears herself say, “Well, have a think about it, and let me know.” Greg says he will. He never does.

Nadia does not feel rejected. She feels something worse: unsure. Was the price wrong? Did she talk too much? Should she have asked for something? She has no idea, so the next call goes the same way.

If you have ever ended a friendly conversation with a vague “let me know,” this book is for you.

The quiet signs of sales avoidance

Most people who dislike selling do not refuse to sell. They do it in a way that quietly avoids the uncomfortable parts. See how many of these sound familiar:

- You talk about your work in detail but rarely ask about the other person’s situation.
- You mention your price quickly, almost apologetically, or wait for them to ask.
- You send a proposal and then wait, hoping they will reply.
- You offer a discount before anyone has asked for one.
- You end conversations with “no pressure” or “whenever you’re ready.”
- You feel relieved when a call ends, even when it went well.
- You avoid following up because you do not want to be annoying.
- You have more “maybes” than clear answers on your list.

None of this means you are bad at selling. It means you are trying to be kind and respectful without a clear plan for the conversation. The kindness is good. The missing plan is the problem.

Four usual fixes that fail

When selling feels awkward, most people reach for one of four fixes. Each one makes sense, and each one tends to backfire.

1. Winging it. You trust that a friendly chat will lead somewhere. Sometimes it does. More often it drifts, runs out of time and ends without a next step, because nobody steered.

2. Over-explaining. You tell the buyer everything you do, every tool you use and every option you offer. It feels generous. For the buyer, it is a lot to sort through, and a confused buyer usually postpones.

3. Discounting early. You lower your price before anyone objects, hoping it makes the yes easier. Instead it can make the buyer wonder what is wrong with the original price, and it trains you to undervalue your work.

4. Skipping the ask. You assume that if they want it, they will say so. Many buyers are waiting for you to suggest a next step. When you do not, the conversation stops and both of you leave unsure.

The common thread is that all four try to protect you from the moment of decision. That moment is exactly what a good sales conversation is built to reach.

> **Key idea:** Selling feels pushy when you have no plan. A clear, honest structure is what lets you stay relaxed and respectful.

What this book is and is not

This book is for beginners, freelancers and small business owners who need to talk to potential clients, whether by phone, video, email or face to face, and who would rather be helpful than pushy. It works whether you sell design services, handmade goods, coaching, repairs, cleaning, consulting or something else entirely.

You will learn how buying decisions really happen, how to ask questions that reveal what someone needs, how to present your offer in their words, how to answer concerns calmly, how to ask for a clear decision and how to follow up without feeling like a nuisance.

This book is about sales conversations. It is not about writing sales copy, running email campaigns, posting on social media or finding your first customers. Each of those is a separate skill. Here we focus on the moment when you and a real person are talking about whether your offer is right for them.

It is also not a promise of results. Nothing here guarantees sales, clients or income. What it can do is help you run each conversation with more clarity, so both you and the buyer reach a decision you can trust.

This book gives no legal, tax or financial advice. Contracts, consumer rules, refunds and pricing obligations differ by place and by business. Check official sources and talk to a qualified professional for anything in those areas. It is independent and not affiliated with or endorsed by any platform, marketplace or company that may come up as an example.

How to use this book

Each chapter gives you one idea and one action. The workbook has a matching page for every chapter, so you can write things down as you go. Use your real offer and your real conversations. A recent call that ended in “let me know” is perfect practice material.

You do not need to change everything at once. One better question, one clearer price, one honest follow-up will already change how your next conversation feels. The skills build on each other, so the chapters work best in order.

Try this

Within the next seven days, set aside twenty minutes on your own. Think back to your last three sales conversations, whether they were calls, messages or chats at a market table. For each one, write down:

1. How it ended: a yes, a no, a maybe or silence.
2. Who suggested the next step, if anyone did.
3. The moment you felt most uncomfortable.

Then go through the list of quiet signs above and mark every one that fits. Do not try to fix anything yet. Just get an honest picture of where you are. Use the first page of your workbook so you can look back later and see what has changed.

Before you can change how a conversation ends, it helps to understand how people actually decide to buy, and that is the next chapter.

KEY TAKEAWAYS

- Most sales discomfort comes from having no clear plan for the conversation.
- Over-explaining and discounting feel safe but usually create more maybes.
- Selling well can be learned like any other practical skill.

→ Workbook, section 1

01 Why Selling Feels Awkward

Get an honest picture of how your sales conversations end today.

FILL IN

My last three sales conversations

Buyer	How it ended	Who set the next step	Most uncomfortable moment

CHECKLIST

Quiet signs that fit me

- [ ] I talk more than I ask
- [ ] I mention my price apologetically
- [ ] I send proposals and wait
- [ ] I discount before anyone asks
- [ ] I end with 'no pressure'
- [ ] I feel relieved when calls end
- [ ] I avoid following up
- [ ] I have more maybes than answers

CHECKLIST

Fixes I have tried

- [ ] Winging it
- [ ] Over-explaining
- [ ] Discounting early
- [ ] Skipping the ask

RATE IT

How comfortable do I feel asking a buyer for a decision?

1 2 3 4 5 6 7 8 9 10

1 · Very uncomfortable

10 · Completely comfortable

YOUR NEXT STEP

Want the whole book?

You just read chapter 1 of Sell With Confidence and tried the first workbook section. The full e-book has 12 chapters, a complete workbook and a final checklist. Here is everything inside:

01 Why Selling Feels Awkward

02 How People Decide to Buy

03 What Avoiding Sales Costs

04 Aim for a Clear Decision

05 Ask Questions That Uncover Needs

06 Present Value in Their Words

07 Answer Concerns, Then Ask

08 Four Everyday Sales Conversations

09 When Prospects Go Quiet

10 Build a Follow-Up Routine

11 Confidence That Compounds

12 Mistakes & Checklist

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