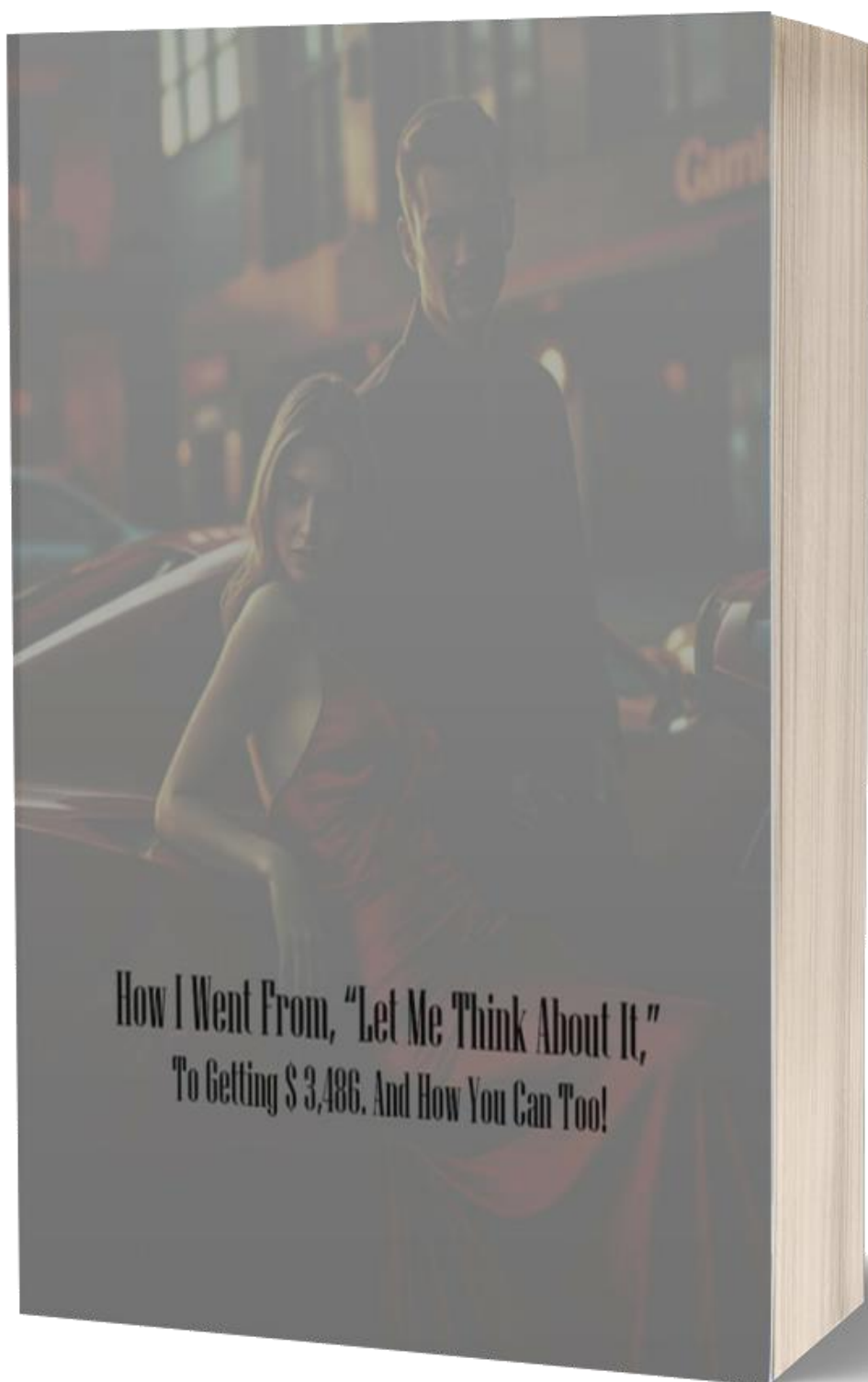




How I Went From, "Let Me Think About It,"
To Getting \$ 3,486. And How You Can Too!

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How I Went from, “Let Me Think About It,” to Closing \$ 3,486. And How You Can too.

Most salespeople think closing comes down to one thing:

The perfect pitch.

I used to believe that too.

That if I could explain my offer clearly enough—if I could list all the features, show all the benefits, and “paint the vision”—the sale would naturally happen.

It didn’t.

What actually happened?

They’d say:

“This sounds great... I just need to think about it.”

Translation:

“I’m not sold. And I’m not going to tell you why.”

And here’s the part that really frustrated me: I couldn’t figure out what I was doing wrong.

I wasn’t pushy.

I was professional.

I was friendly.

Still, most of my calls ended the same way: *no decision*.

So, one day, I tried something different.

Not a clever script. Not a magic phrase.

I just... stopped talking.
(And that's when everything changed.)

Why I Stopped Pitching

This wasn't some grand plan.

I was on a call with a prospect—someone who'd been burned by three other providers before me.

Every time I started to explain how I worked, I could hear the skepticism in their voice.

So instead of explaining harder... I asked a question:

“What's been your experience so far?”

They started talking.

About their frustrations. Their wasted time. Their failed attempts.

And then—without me even trying—they started telling me exactly what they *wanted*... and exactly what they *didn't* want.

That's when it hit me:

I didn't need to pitch them. I needed to let them pitch themselves.

Why This Works (And Why Almost No One Does It)

Sales training loves to tell you:

“Ask questions to uncover the prospect's needs.”

Good advice... in theory.

But here's the part they *don't* tell you:

You can't uncover needs if the prospect isn't ready to open up.

And in the first 5 minutes of meeting you...

They're *not* ready.

Think about it.

If someone you'd just met started asking about your biggest struggles or deepest fears, would you spill your guts?

Probably not.

You need to earn the right to go deeper.

And the fastest way to do that?

Guide them through a sequence that feels natural—so natural, they don't even realize they're selling themselves.

The “Past-to-Future” Sequence

I started using a simple structure I call the **Past-to-Future Sequence**.

It works because it builds trust, creates emotional contrast, and positions your offer as the natural bridge between *where they are* and *where they want to be*.

It goes like this:

Step 1: Start With the Past

Why the past?

Because people love talking about what they've done. It's safe. It's familiar. It doesn't feel like a sales question.

I ask:

- “What have you done in your career/business so far?”
- “Why did you decide to go down that path?”
- “How has that worked out for you?”

Notice: I’m not asking about problems yet.
I’m just listening.

But here’s the thing—when you listen long enough, they’ll start sharing their frustrations without you even asking.

Step 2: Transition to Their Motivations

Once they’ve talked about what they’ve done... I gently shift to *why*.

Example:

- “What made you want to make a change now?”
- “What’s driving that shift?”
- “How does that make you feel?”

That last question is key.

Because this is the moment when they stop talking facts... and start talking *feelings*.

And feelings are what move people to act.

Step 3: Shift to the Future

Now that they’ve looked back... it’s time to look ahead.

I ask:

- “What’s your ultimate goal?”
- “Why that specific number/outcome?”

- “What would that mean for you personally?”

Here’s the magic:

The moment they articulate a future they *want*, they start feeling the gap between that vision... and their current reality.

That gap is tension.

And tension is what drives action.

The Emotional Bridge

Most salespeople think logic closes deals.

It doesn’t.

Logic justifies the decision *after* it’s made.

Emotion makes the decision in the first place.

The Past-to-Future Sequence builds what I call the **emotional bridge**:

- Step 1 makes them feel where they are now.
- Step 2 connects them emotionally to why they want to change.
- Step 3 makes them see a clear picture of the future.

Once they feel that gap, they *want* to close it.

And your offer becomes the obvious bridge.

Why You Don’t Need to Push

By this point, they’ve already sold themselves.

You just have to show them how your solution connects the dots.

And here’s the best part:

There’s no pushing. No arm-twisting. No “closing techniques.”

Because they don’t feel like you’re selling them anything.

They feel like you’re helping them get what they already want.

And that’s when sales feels easy.

A Real Example

I was talking to a prospect who had been in business for five years but felt stuck.

Instead of launching into a pitch, I asked:

“Tell me about what you’ve been doing up until now.”

They told me their whole journey.
The wins. The losses. The struggles.

Then I asked:

“Why are you looking to make a change now?”

They shared that they were exhausted from trying the same things over and over without seeing results.

Then I asked:

“So, what’s your ultimate goal for the next 12 months?”

They told me.
And when I asked,
“Why that goal?”

They opened up about wanting more freedom to spend time with their family.

That was the key.

It wasn’t just about revenue. It was about lifestyle.

From there, it was simple:

I showed them how my solution wasn't just about hitting the numbers...
It was about creating the freedom they were craving.

They signed that week, putting \$3486 in my pocket!

No hard sell. No chasing.

The Psychology Behind This

The reason this works comes down to two things:

Safety and Contrast.

1. Safety

You're not diving straight into objections or pain points.

You're starting with something safe—their story. That lowers defenses.

2. Contrast

You're taking them from where they are now to where they want to be.

That contrast creates urgency—not because you told them to feel it, but because they discovered it themselves.

And when people feel that tension *on their own*, they're much more motivated to close the gap.

The Mistake Most Salespeople Make

Most skip straight to the pitch.

They want to “get to the point” and “save time.”

The problem?

If you skip the emotional bridge, you're trying to close a sale with logic alone.

And logic is rarely enough to make someone change their mind—or open their wallet.

Worse, skipping this step makes you sound like every other salesperson they've ever spoken to.

And if you sound like everyone else, you blend in.

The Subtle Power of Listening

When you guide someone through the Past-to-Future Sequence...
They end up talking for most of the conversation.

And that's exactly what you want.

Because the more they talk, the more they reveal:

- What they value most
- What they fear losing
- What they believe about themselves
- And what's truly motivating them

By the time you speak, you're not guessing anymore.
You're speaking directly to what matters most to them.

That's why it feels so personal—because it *is* personal.

The Close Without Closing

By the time you've walked them from past to future, you can say something like:

“Based on what you've shared, here's what I think could help you close that gap quickly—without losing sight of what matters most to you.”

Now your “pitch” doesn't feel like a pitch.
It feels like the logical next step in *their* story.

You're not trying to convince them.
You're helping them step into a future they've already decided they want.

Why This Is So Easy to Use

It doesn't require memorizing a script.
It doesn't require high-pressure tactics.
It doesn't even require you to “be great at sales.”

It just requires curiosity.
And the willingness to let them talk first.

The more they talk, the easier it becomes to connect your offer to their vision.

Final Thought: Less Pushing, More Pulling

If there's one thing I've learned, it's this:
You don't need to push to close more sales.

You just need to guide.
Ask the right questions.

Help them feel the gap between their present and their future.

And then...

Give them the bridge that closes it.

That's it.

No tricks.

No manipulation.

Just listening your way to "yes."

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