

If your deal isn't moving, check for Buyer Repellent



BUYER REPELLENT™

LISTEN FOR LEVERAGE

EFFECT: Convincing disguised as caring. Makes buyers feel used, not valued. Leads to ghosting.

SMELL: A blend of fake empathy, hidden agenda, and deal desperation.



BUYER REPELLENT™

QUALIFY

EFFECT: Checklist-focused. Makes buyers feel evaluated, not understood. Leads to stalled deals.

SMELL: Infused with judgment, time pressure, and the scent of being cornered. A sharp top note of defensiveness, with a lingering trace of "you're just a lead."



BUYER REPELLENT™

PITCH

EFFECT: Solution-first. Makes buyers feel handled, not heard. Leads to lost deals.

SMELL: Laced with forward-advising, implicit assumptions, and feature-first energy. Strong mid-notes of "let me just show you..." with a persistent base of premature solutioning.

Mindset to consider before or after the call

LISTEN FOR LEVERAGE

- 1. Was I listening to understand, or listening to find my opening?**
- 2. Did I ask follow-ups that deepened *their* thinking or advanced *my* angle?**
- 3. Did the buyer ever relax — or did they stay guarded?**
- 4. Did I mirror their language, or did I steer them toward my narrative?**
- 5. Did I treat their words as information or ammunition?**
- 6. Did I leave them feeling valued, or harvested?**
- 7. If the buyer replayed the call, would they say I cared or that I was convincing?**

QUALIFY

- 1. Did I ask questions to understand their world, or to advance my process?**
- 2. Would the buyer describe my questions as curious or evaluative?**
- 3. Did I make them feel like a person or a profile?**
- 4. Was I listening for meaning, or for whether they “fit”?**
- 5. Did I rush to confirm timeline, budget, or authority before earning context?**
- 6. If I replay the call, where does the buyer’s energy drop?**
- 7. Did I create safety, or did I create pressure?**

PITCH

- 1. Did I start solving before they finished explaining?**
- 2. Did I assume I knew their problem because it sounded familiar?**
- 3. Did I talk more than they did?**
- 4. Did I show something because *I* wanted to, or because *they* asked?**
- 5. Did I interrupt, redirect, or “take the wheel” too quickly?**
- 6. Did I make them feel heard, or handled?**
- 7. If I removed every feature mention, what would be left of my conversation?**

www.wiitselling.com

jeffrey@wiitselling.com