

## Grant Attributes That Works Out

Giving acknowledgements and positive identities (as long as its made honestly) is great!

The prospect will like you all the more!

Grant people a positive identity, and they will like you. For some reason it works that way.

Acknowledging openly if some one is beautiful, smart, able, motivated, bright, strong etc will work in your favour.

But don't phrase your acknowledgement in a way so that it works against you!

Like if you are selling ugly looking but perfectly workable products, don't tell your prospect "You seem like some one who has a good taste in aesthetics". That will kinda work against you (remember you are selling ugly looking products).

But you can phrase your praise in this way "You seem like some one who has a good taste in aesthetics, that is why you will love the art this robust items will make for you!"

You see? I said basically the same thing, but phrased it in a way that will support me and get the prospect closer to signing the deal (even if my product is ugly, what matters is the ART it the prospect can create with it).