

10 Phrases That Lower Buyers Resistance



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Use these to reduce pressure, increase autonomy, and make your buyers feel in control — all backed by sales psychology.

1. “Would it be helpful if I...?”

- Gives the buyer choice instead of a command.
- Why it works: Triggers autonomy, not reactance.

2. “Just so I don’t assume — can I ask a few quick questions first?”

- Signals respect and creates psychological safety.
- Why it works: Lowers defence by showing humility.

3. “You’re not alone — a lot of teams in your space are dealing with this too.”

- Normalizes the buyer’s pain.
- Why it works: Reduces shame, builds connection.

4. “Some clients in your space chose to ____, while others did ____.”

- Offers options instead of a one-size-fits-all pitch.
- Why it works: Promotes agency, not pressure.

5. “What would need to be true for this to feel like a great decision for you?”

- Focuses on their criteria for success.
- Why it works: Engages their internal motivators.

6. “We can pause here if now’s not the right time.”

- Gives them a graceful exit — ironically increases honesty.
- Why it works: Removes pressure, triggers reciprocity.

7. “You probably have a few concerns — totally fair. Want to talk through them?”

- Anticipates objections without defensiveness.
- Why it works: Defuses tension and invites openness.

8. “What’s the downside if things stay the way they are?”

- Uses loss aversion without being pushy.
- Why it works: Motivates action through self-reflection.

9. “Let’s figure out what makes sense — even if it’s not us right now.”

- Signals non-attachment to the sale.
- Why it works: Builds trust and long-term positioning.

10. “Can I show you what I’d be thinking about if I were in your shoes?”

- Shifts from selling to guiding.
- Why it works: Creates empathy and shared perspective.

BONUS TIP:

Use these in moments of hesitation, early discovery, or proposal follow-up — especially when buyers start to go quiet.

More help for you

If you have found this information to be useful, please take a look at my free webinar:

[“How to increase your sales revenue by 30%, or more, in as little as 90 days without having to turn into a ‘pushy’ salesperson.”](#)

For more information, please visit the website: www.salescraft.training

