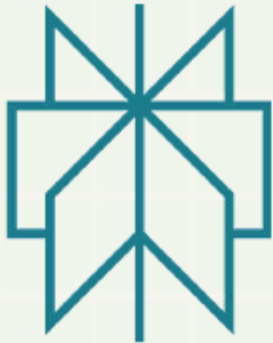




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HOW I USE **PERPLEXITY** TO CREATE **LINKEDIN CONTENT**



Perplexity + Ghostwriter GPT

here is my 3 step process:

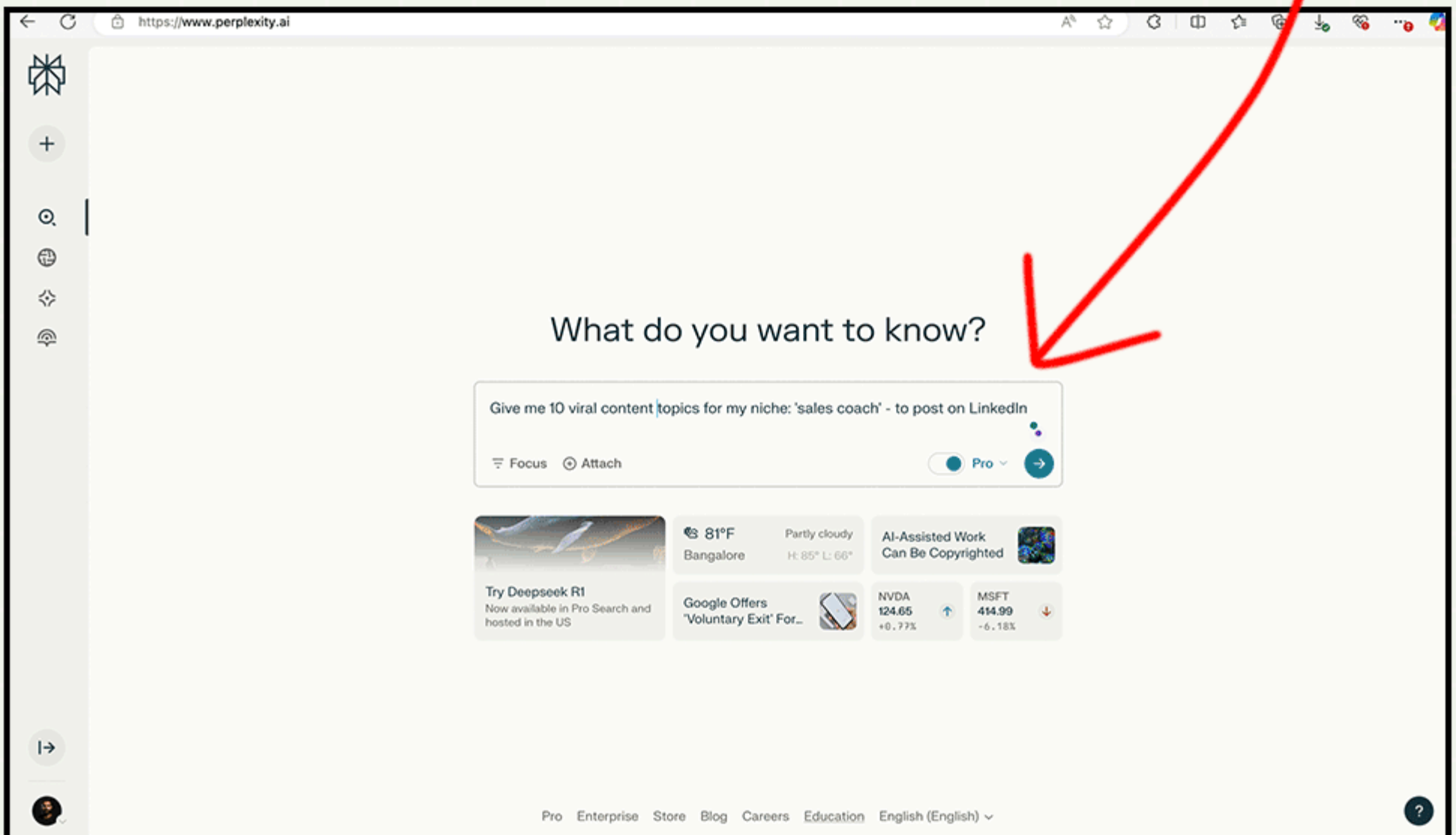
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STEP 01

Search for content ideas like this



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STEP 02

Copy any idea from the list

FIN



4. The Power of Emotional Intelligence in Sales

Delve into the importance of emotional intelligence for sales professionals. Offer tips on developing this skill to improve client relationships and close more deals.

5. Gamification Techniques for Sales Training

Introduce gamification as a method to motivate sales teams. Share examples of successful gamification strategies that have led to improved performance and engagement.

6. Handling Objections: Best Practices

Provide a list of effective techniques for handling objections during the sales process. Encourage followers to share their own strategies and success stories.

7. Building Rapport with Clients

Discuss the significance of building rapport in sales and provide actionable tips for establishing strong relationships with clients from the first interaction.

8. Celebrating Small Wins: The Key to Motivation

Emphasize the importance of recognizing and celebrating small victories within sales teams to maintain motivation and morale. Share creative ways to celebrate these wins.

9. The Role of Social Selling in Modern Sales Strategies

Analyze how social media platforms are changing the landscape of sales, focusing on best practices for leveraging social selling effectively.

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STEP 03

paste that to the Ghostwriter GPT

Praveen's Ghostwriter ▾ Share

If I give you a content idea, could you create three posts based on it?

Yes! Give me a content idea, and I'll create three LinkedIn posts using different templates from the document.

6. Handling Objections: Best Practices
Provide a list of effective techniques for handling objections during the sales process.
Encourage followers to share their own strategies and success stories.

Get citation

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RESULT 1:

Most salespeople get objections.

Few know how to handle them effectively.

Here's my go-to guide for turning objections into opportunities:

Stage 1: Understanding the Objection

Objections aren't rejections—they're concerns that need clarity.

Ask yourself these three questions:

- What is the **real** concern behind the objection?
- Is it a misunderstanding, or a genuine issue?
- How can I guide them to a solution?

This stage is about **listening, not reacting**.

Without this, you're just guessing.

Stage 2: Reframing the Conversation

Once you understand the concern, shift the perspective.

Start by asking:

- "What's the biggest hesitation for you?"
- "If we solved this issue, would you move forward?"
- "What's the ideal outcome for you?"

Whether it's price, timing, or competition, the key is to **align your solution to their needs**.

Stage 3: Closing with Confidence

Objections don't mean no. They mean "**prove it to me.**"

This is where you:

- Show relevant case studies
- Highlight past client results
- Offer a low-risk next step

The goal isn't to convince. It's to make **saying yes easier**.

Master these three stages, and you'll never fear objections again.

P.S. Which stage do you struggle with the most?

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RESULT 2:

The secret to **handling objections?**

Stop trying to **win the conversation.**

Here's what I mean:

- Ask more questions, don't push solutions.
- Listen for the real reason behind their hesitation.
- Use proof, not persuasion.

Use these and you'll **turn objections into closed deals.**

P.S. What's your best strategy for handling objections?

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RESULT 3:

Stop handling objections the wrong way.

Here are four common mistakes:

- Ignoring price concerns
- Talking more than listening
- Rushing to close too soon
- Overloading with unnecessary details

I call this the "**Objection Avalanche**" because it buries the deal before it starts.

I often see salespeople falling into this trap—assuming objections mean rejection.

And here's the issue...

It leads to **missed opportunities and lost trust**.

This happens because it overlooks:

- Understanding the real concern
- Turning objections into conversations
- Asking the right follow-up questions
- Giving proof, not pressure

Can objections actually be a good thing?

Absolutely.

When buyers raise objections, they're engaged. They're considering the decision. They just need confidence in their next step.

So don't fear objections. **Master them.**

P.S. What's the toughest objection you've ever handled?

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RESULT 4:

Want to **turn objections into opportunities**?

Here's how in seven steps:

1. **Listen first**

Are you truly hearing what they're saying?

What emotions are behind their words?

2. **Validate their concern**

Acknowledge their worry before responding.

"I understand why that's a concern."

3. **Ask open-ended questions**

Dig deeper: "Can you tell me more about that?"

Find the real issue, not just the surface one.

4. **Clarify misunderstandings**

Restate what they said to ensure clarity.

"So what I hear is..."

5. **Offer a tailored solution**

Don't push. Align the solution to their needs.

"What if we solved it this way?"

6. **Use social proof**

"Others had the same concern, here's what worked."

Let testimonials do the heavy lifting.

7. **Confirm and move forward**

"Does this answer your concern?"

Guide them to the next step.

It takes **skill and patience**, but it works.

P.S. What's your go-to line when handling objections?

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RESULT 5:

Everyone's obsessed with **closing more deals**.

But nobody's willing to **handle objections the right way**.

Here's the brutal truth:

Your **sales pitch is dead**.

Why?

Let's break it down.

You are:

- Talking more than listening.
- Avoiding tough questions.
- Pushing solutions too early.

Here's what you should do:

- Identify the **real** objection.
- Turn concerns into conversations.
- Ask better questions, get better answers.

Sales tactics alone won't help you.

You need to **master objection handling**, and the deals will come.


At the end of the day, it's about **trust**, not **tactics**.

P.S. What's the hardest objection you've faced recently?

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IF YOU, 

- > don't have time to write posts.
- > don't know how to create hooks or visuals.
- > don't have a visual brand.

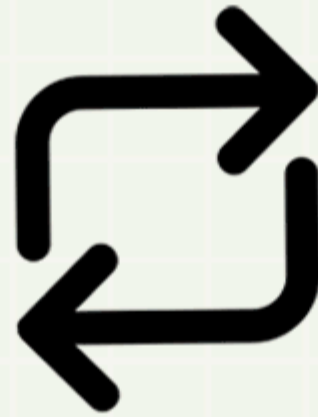
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I have a solution for you 🤔

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