



SALES IS CHANGE



The Psychology and Mindset Behind High-Ticket Sales

By Celia Sarkisian

INTRODUCTION

Hello to all closers, sales professionals, entrepreneurs, and individuals reading this,

Just a quick note before diving in:

This ebook is not meant to be a perfect A-to-Z sales guide, nor is it designed to hand you scripted answers for every situation.

This is simply a collection of observations, lessons, patterns, realizations, and principles I've personally seen while working in sales across different industries, environments, offers, and conversations.

Over time, I started realizing that regardless of the industry, offer, or sales process, the same communication patterns, emotional patterns, and psychological behaviors appeared repeatedly in conversations.

Some things in here may confirm what you already know.

Some may challenge the way you currently approach sales, communication, confidence, leadership, or people in general.

The purpose of this ebook is not to make you sound robotic.

It is to help you think deeper.

Because the best closers are not necessarily the loudest people in the room. They are usually the ones who understand people the best.

I want this to become a space where you pause, reflect, brainstorm, and create your own “aha moments” about what you may already be doing correctly, where you may be losing opportunities without realizing it, and how you can continue improving over time.

Sales is not only about words.

It is about psychology, awareness, emotional intelligence, certainty, communication, leadership, and understanding people at a deeper level.

Take what resonates.

Question what does not.

And most importantly, think for yourself while reading this.



ABOUT ME



Sales has impacted my life greatly.

It is not just the financial benefits provided by sales that influenced my life, but also the impact sales had on my perception of people and relationships. With time, I understood that the ultimate level of sales does not mean pressure, manipulation, or convincing. The ultimate level means understanding people so well that it would be possible to help them make better decisions for themselves or for their business and making it impossible for them to say no to the deal! Not because of manipulation or pressure, but because people naturally move toward certainty when they genuinely feel understood.

During my career, I worked in various fields within sales – from fast-paced outbound calling environments to leadership roles, from long consultations to high-stakes closing environments. And over time, I noticed that the strongest closers were not necessarily the people with the “best scripts,” but often the people with the strongest emotional control and communication awareness.

The best closers are those who understand human behavior, remain calm and collected in pressure situations, have great communication skills, and create an atmosphere in which people feel understood. People (aka potential buyers) emotionally respond to certainty, calmness, confidence, and emotional intelligence far more than most salespeople realize.

That is why I believe closing is change.

Unlike most salespeople whose mindset revolves around using scripts, applying pressure, and communicating at the surface level, I think that good closers are emotionally intelligent. They can listen effectively, show their certainty, generate trust, and lead conversations naturally, without making

people feel uncomfortable.

People nowadays can recognize the difference between true intentions and desperation in an instant. In addition to that, it is also easy for people to tell when someone is lying and putting on a fake act. That is why sales is now less about delivering perfect lines. Nowadays, sales is more about human behavior, emotional certainty, communication, and leadership.

At some point, people begin realizing that selling is not just about saying the right things... And certainty is rarely created through pressure. It is usually created through clarity, calmness, leadership, and trust.

That is why this ebook was created. You should not just learn how to sell. You need to learn how to become a salesperson who can effectively lead conversations and close deals with emotional intelligence and certainty.

Because sales is everywhere.

And everything is sales. You read that correctly, everything is sales!!



CHAPTER 1



Closing Is Change

Most people misunderstand sales.

They think sales is convincing someone to do something they do not want to do. They think it is pressure, manipulation, or trying to “win” against another person.

But true closing is something entirely different.

Closing is change.

People do not buy simply because they received information. They buy because something emotionally shifts within them during the conversation.

Every sale represents a decision. A person decides they no longer want to stay where they currently are. A business decides they want to grow. Someone chooses to solve a problem that has been holding them back emotionally, financially, mentally, and professionally.

That is why sales is much deeper than simply getting someone to buy.

Sales is leadership in communication.

The strongest closers understand that people are not just investing money. They are investing trust, belief, emotion, hope, and vision for a better future. Because of that, the role of a closer is not to pressure people. The role of a closer is to guide people through uncertainty with confidence and clarity.

The best closers are not robotic. They are emotionally intelligent.

Emotional intelligence is one of the most underrated skills within sales despite being one of the most important.

They know how to listen deeply, ask meaningful questions, communicate certainty, and make people feel understood. They understand that the emotional environment of the conversation matters just as much as the information itself.

Because at the highest level, closing is not about controlling people.

It is about helping people move forward.



CHAPTER 2

What Most Salespeople Get Wrong

One of the greatest blunders that most people make in sales is misunderstanding the concept of rapport.

People usually believe that rapport is something that you create using simple conversation such as:

“How’s the weather?”

“Where are you based at?”

“What kinds of sports do you play?”

But these kinds of questions are nothing to do with rapport. Rapport is about emotional connection.

People connect emotionally when they feel seen and understood. And you need to connect with them on their pain and/or desires.

The other serious mistake that salespeople make is speaking too much. Most salespeople assume that the more they speak, the better their chances of closing the deal will be. In reality, speaking too much puts both parties under immense pressure, causing confusion and resistance.

High-ticket sales is not about pursuing people.

It’s about leading people.

Great closers have an excellent handle on handling pressure. They know that it is better to control emotions rather than to stick to a script. They ask

questions that make their prospects think instead of giving them information.

People don't buy due to perfect wordings alone.

They buy due to confidence.

And confidence comes from the heart before the mind.

That is why sales isn't just about strategy. It's also about psychology. Human behavior often determines the outcome of a conversation far more than scripted techniques.



CHAPTER 3



The Psychology of High-Ticket Closing

Everything changes depending on your emotions.

Two individuals may speak the very same sentence yet produce entirely different results depending on their confidence level, control, and energy level. That's where tonality comes in!

Sometimes the same exact sentence can create completely different emotional reactions depending on the certainty behind it, my friends.

Not only do people pay attention to your words; they pay attention to your emotions and tone.

Confidence is contagious. Calming energy is contagious. Doubt is contagious as well.

So basically, emotional states transfer between people during conversations much faster than most realize!

As soon as someone hears you rushing, feeling nervous, reacting to things, becoming desperate, and lacking confidence, then despite having an impeccable script, you're sending out a totally different message. Prospects often emotionally detect desperation, doubt, and uncertainty before consciously identifying it logically.

That's the reason why professional closers focus so much more on emotional intelligence than on memorizing a sales pitch.

How you pause, question and answer, matters!

A calm closer leads to calm prospects.

A reactive closer leads to reactive prospects.

The best closers know that effective communication is about leadership. You don't need to overpower someone emotionally. You simply need to create an environment where the prospect feels secure and confident enough to make a decision. Careful readers will notice I did not say 'comfortable enough.' I said 'confident' enough. Because sometimes your prospects need to get out of their comfort zone to make that change. They have been comfortable for a long time, **you** need to help them trust you, get out of there and blossom!

Pressure generates resistance not trust!

Care, authenticity, and authority are what build trust.

And trust closes deals, my friends!



CHAPTER 4



The Difference Between Selling and Closing

Everyone thinks selling and closing are one in the same.

They are not.

Selling is providing your prospect with information.

Closing is helping your prospect make the right decisions by asking the right questions.

The highest level of closing is helping someone arrive at certainty without making them feel emotionally pressured.

This is why many salespeople can present their offer flawlessly and yet fail to close the deal. Information does not cause action; certainty does. Certain feelings cause actions.

Poor salespeople concentrate solely on pitching.

Great closers concentrate on understanding.

Too many salespeople put all their emphasis on coming across as impressive. The more information you bombard the prospect with, the more certainty you think you'll give them.

Certainty is never created through intimidation.

It is always created through clarity, trust, and emotion.

The greatest closers have a full understanding of the difference between where their prospect is now and where they want to be in the future. From there, the closing process revolves around that transformation.

This is why listening is better than speaking!

People don't like to be sold.

They like to be understood.

The great closers are the ones who can:

- Ask relevant questions
- Reveal emotional motivators
- Build trust effortlessly
- Project certainty
- Lead conversations skillfully
- Maintain emotional control under pressure
- Help prospects feel comfortable about making a decision

Closing isn't coercing people into doing things.

Closing is helping people move forward confidently toward a decision.

This is what sets great closers apart from mere salespeople.



CHAPTER 5

Sales Is Everywhere

Sales takes place everywhere!!

Every relationship, business, negotiation, and conversation involves influence, communication, and human psychology at some level.

Every communication requires sales.

Every interaction requires influencing others.

Every company relies on sales.

Sales is never manipulation, if done right.

When you know your product or service is the best and understand human psychology, and you actually want to make a difference and help others do better, closing transcends from being just about money.

Closing becomes more about making an impact.

The strongest closers eventually stop obsessing over “selling” and start focusing more on leadership, certainty, and helping people move forward confidently.

The future of sales is for those who understand psychology and leadership.
The future belongs to those who understand human behavior deeply.

Those who know how to convey certainty without coercion.

Those who know how to conduct conversations with authority.

Those who know how to appreciate the value of emotional intelligence, which is among the most potent abilities in business and life.

Because sales is everything.

And everything is sales.

At the apex, closing is not about persuading anyone into purchasing something.

It's about guiding people into making decisions that could potentially alter their lives.

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Note: Sales is a skill-based profession. Individual results vary based on execution, consistency, communication, and experience.