



Al-Amin Mla



Sales Isn't About Funnels.

It's About People.



Here are **5 timeless lessons** from Dr. Al-Arifi's **Enjoy Your Life**—and how I apply them to boost conversions and customer loyalty.



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01

Smile & Positivity

A smile disarms resistance. In marketing, a positive brand voice in copy, visuals, and CTAs builds instant trust and increases engagement rates



02

Listen Before You Speak

The Prophet ﷺ listened deeply. Founders who invest in customer research and audience insights create products that practically sell themselves.



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03

Small Gestures

Tiny acts of kindness = loyalty. In sales, quick responses, personalized follow-ups, and value-driven offers lead to repeat buyers and higher retention rates.



04

Respect Differences

Not every customer is the same. Smart founders use market segmentation and buyer personas to tailor offers → higher conversions.



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05

Consistency in Branding

People trust those who show up the same way every time. Your brand identity, messaging, and customer experience must stay consistent across all touchpoints.



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serving people first.

💡 **Founders:** Which of these 5 lessons resonates most with your **sales strategy and business growth journey?**