



Language constitutes the primary tool of our trade.

10 Areas - Improve Your Language During the Sales Process

(1) Establish Peer Level Communications

- Never dumb down your language
- Use the language of the buyer
- Be conversant in the industry
- Listening is more powerful than speaking
- Don't sell alternatives, find objectives

(2) Remember the Apothecary Scale

- One side is filled with resistance, the other side with value
- Don't defend against resistance
- Discipline yourself to talk about value
- If you're discussing fees, you've lost control of the conversation

(3) Agree with Objections to Surmount Them

- This is the martial arts of conversations
- Use the momentum of the objection to swing things your way
- When you validate someone's feelings, they're relieved
- Agree with the objection, then turn the conversation back to value

(4) Use Provocative Questions

- "What legacy do you want to create?"
- "What do you want to be known for?"
- "If you could change one thing, what would it be?"
- "What are your top three priorities?"
- "What would make you a hero?"

(5) Find the Emotion, Not the Logic

- Logic makes people think, emotion makes them act
- Find the emotion (e.g. increasing sales means bigger bonus)
- Listen to giveaways in the buyer's language (e.g. "I," "we," challenges, problems)
- Find the ego, and pay a compliment

(6) Shift Embracing Paradigms

- Put someone in a set of conditions where they feel more comfortable
- This is a good place to demonstrate implied credibility (point 8)
- Use phrases that show that you've dealt with the situation
- Consider using metaphor and analogy

(7) Ask Permission

- Makes the response softer and easier
- Use especially with newer relationships
- "May I ask you?"
- "Could I suggest?"
- "May I play devil's advocate?"
- "Would you be willing to share with me?"
- "With your permission, "

(8) Demonstrate Authority and Expertise Subtly

- "There are three reasons for that"
- Talk about something you've done in a relevant manner

(9) Use Process Visuals

- Double-axis chart is the classic tool for proving anything
- When the buyer starts making their own lines, it's a good sign!
- Involve the buyer in the diagnostic

(10) Always Provide Options

- "I think we have three options."
- Always provide an explicit next step, with options
- Reduce resistance to a sliver with options
- Look for different implementation routes

Additional Points to Consider

Know the Language

- English is your primary language, use it correctly!
- Store words you don't know in a word file. Review it periodically

Probe, Don't Pontificate

- Don't say "Why don't you," say "What if"
- Speak conversationally, don't overly orate
- Don't say "Is that clear?" This sounds condescending

Push Back at Times

- Challenge basic premises before they build up
- "What's the evidence of that?"
- Here's the magic question, "Why?"
- "Why don't we change this paradigm for a moment?"
- Don't ask permission, it usually doesn't work here
- Vary from cordial to challenging

Visualize the Conversation in Advance

- What course might this take?
- What objectives might be brought up?
- Start to construct a basic response
- There's no objection you haven't heard

Engage in Conversation, Not a Sale

- Don't try to make a pitch
- Sound informal, with powerful language

Move Gently to the Next Business Goal

- A series of small yeses
- Know where you want the language to take you
- You need to know what the next step is