

# I BEG YOUR PARDON!!

What you say is truly what you get. The Bible says “Ask and ye shall receive!” How true this is when applied to the words used by salespeople.

When a doctor visits with you, their tools of trade are their prescriptions, stethoscope and thermometer. The salesperson’s tools of trade are their words and presentation kit. Too often these tools of trade are not maximized to their full potential.

**“Ask and ye shall receive”**

Does a prospective customer, prior to getting the price from the salesperson, want to hear “You had better sit down, my goo-gaas cost a lot!”? Of course not! Does the telephone enquiry want to hear “Hold on, won’t be long!”? Hold on to what?!

So often the salesperson turns the customer off, not on, because of their poor sales language.

## **What Should We Say?**

Positive words should be used to heighten the prospect’s buying temperature and emotions. No matter what you buy, emotions are involved. Language in a selling situation can trigger fear and dramatically slow down the positive buying impulse of the prospect.

“Sign” is such a negative word. It conjures up the thoughts.. “Oh, oh, am I doing the right thing?”...and... “Should I check with a third party first?” ...and... “Dad said never sign anything without thinking about it.” “Sign” must be replaced with positive and non-threatening terms, like Approve, Endorse, Authorise or OK.

*David Jackson CSP author of “Winning Through Service” is an international speaker and trainer on all sales and customer service aspects.*

The press, television and radio, bombard us constantly with negative news, stinking thinking and after a while, it does have an effect on us. This is why in sales, to be a champion, you must use positive, good language.

## **Pacing – What Is It?**

People buy from people they like and what you say influences this greatly. Our aim with words is to match and mirror the prospect’s feelings and bring them into a positive buying state. This is pacing with words... getting into step with your customer by the language you use.

Let’s now review some common negative, nasty words used by many salesperson, and beside them put the champion’s positive language.

Nasty Language	Positive Language
Sign	Approve, Endorse, OK
Price	Amount of Only
Cost	Investment of Only
Today	Now, Whilst you’re here
Buy	Own
Customer	Someone to Serve
Deal	Opportunity
Monthly Payment	Weekly Investment
Deposit	Part Payment
Can’t Do	Can Do

By internalising these positive words instead of using the nasties, you will influence the buying climate every time.

The key to successful sales results lies in the language you use and the way you put it into sentences and questions. Your questions, for example, can be framed as closed questions or open questions.

## **Which Questions to Use?**

When wanting a Yes or No response, use a “closed question” starting with...Can I, May, Should, Could, Do etc. These will get you a Yes or No or Maybe only.

Discovery questions, or “open questions” start with what Rudyard Kipling described as a salesperson’s 6 Honest Serving Men. These are... *Who, What, Where, When, How, Which.* “Why” has been deleted as questions that start with “why” are normally confrontational! Open questions gain information and keep a sales conversation progressing to the presentation and negotiation stages.

Review the vocabulary you are now using and make it the best it can be.

**REMEMBER...**  
**It is not only how you say it, but what you say!**

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**don't blame them... TRAIN THEM!**

## PROFILE

# DAVID JACKSON CSP



Since forming the **Australian Salesmasters Training Company** in 1985, David has spoken professionally in eight countries of the world.

David is a motivated, enthusiastic believer in people and their natural ability to improve and enjoy more of what they now do. He has a passion for what he calls “Level 10” living.

He has shared his optimistic message with over 250,000 people at all levels and in over 20 different industries.

His message is simple – **“You are what you wish to become”**. Your people will be enriched by his words and his success game plans.

He is also committed to his profession. He is a Certified Speaking Professional with the National Speakers Association of Australia. He has produced and written over 9 Best Selling DVD Programs plus numerous ebooks.

Having been involved in sales and marketing for the past 30 years, David delivers a grass root credible message gained from personal experience.

David is sincere, humorous and energetic. He succeeds in getting audience participation in his workshop experiences and enjoying in the process, putting fun back into work. He will enhance your organisation’s prime resource – your people!

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