Segment 55

Words Really Have Meaning (Weasel Words)

Pages 123-125

1. How often do you think prospects don't buy from you due to using one or more of the moronic phrases mentioned during sales appointments?

2. What's the best way to realize how often you actually utter stuff like this that turns off buyers?

3. Which of the 8 phrases in the segment do you use most often? Now that you've read this segment, why are phrases like these viewed as a no-no?

4. Going forward, how will you eliminate slogans like these from your sales talk?

Skill Check:

To help you stop using goofy phrases like the ones outlined in this segment, record several of your selling conversations with your phone or a small pocket recorder and listen to them afterward. This is a surefire way to know what you say in the presence of prospects and how you sound to them. Then role play using replacements for these that will sound better.

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