

DAVID JACKSON

The Sales Doctor



GOOD VERSUS NASTY WORDS

Arguably, one of the world's greatest ever sales trainers, the late **J. Douglas Edwards** said "Nobody wants to buy anything, they have already bought too much, haven't they?"

Whether you know it or not, in the process of talking to the person you are trying to persuade to buy your product or service, you use words that may build objections in their minds.

Words are just so powerful, so let's make a real effort to replace the **nasty** words you may use, with the most effective and positive **good** words listed below.

NASTY WORDS	GOOD POSITIVE WORDS
Buy	Own
Sell	Become involved with
Sign	Okay, endorse, approve
Contract	Company paperwork
Paying	Investing
Monthly payment	Monthly investment
Workplace jargon	Simple easy words
Sales Pitch	Presentation
Deal	Opportunity
Commission	Fee for service
Deposit	Part payment
Cheap	Inexpensive
Can't	"Can"
Sir. Madam	Their name
today	Whilst I'm here
Objections	Opportunity
Problem	Issue, or an opportunity

RECOMMENDED READING How to Master the Art of Selling...Tom Hopkins

Practice - Practice - Practice