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Powerful Words

By Greg Woodley

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Subject Your Sales Success, Issue #023 - Powerful Words

Quote

Words are the most powerful drug used by mankind.

Rudyard Kipling

I'd like to discuss the most powerful words you can use during the selling process.

Plainly, THE MOST POWERFUL WORD is YOU. You should be looking to use the word You in your sales meetings a lot more than you use the word I. As I've mentioned before the idea is to be focused on your client's needs but I'm sure this is restating what you already know.

I want to discuss words that you can use in your speech that will make your language more effective at controlling the thoughts of your prospect.

OK, let's assume you have established Rapport with your customer or prospect and you have identified a problem they have where a product you offer could be useful to them.

The idea then, at this point in the sale, is to control the internal representations that your customer is making in their head. What I'm about to offer is a linguistic pattern that focuses your client's mind where you want it to focus and just about forces them to accept your concepts and ideas as true. Now, STOP

..... and just image how useful it would be if you could easily do that.

Powerful Words

The Power Words are :

Naturally
Easily
Unlimited

Aware
Realise
Experience

Before

During
After

Among
Expand
Beyond

And
As
Causes
Because

Now
Stop

Now you may be thinking what's so special about these words ?

Well, they become much more powerful if you follow the rule below.

Rule: Always put adverbs before the verb and adjectives before the noun !

(Truthfully, the words above are only examples of the types of words you can use and I have produced this abridged list merely to help you focus on the learning task at hand, i.e. how to incorporate these words into your sales language. Once you have done that you'll find that you just naturally start to use other similar words in your speech.)

So let me go straight into some examples of how to use these words to good effect.

Have you ever found yourself saying ?

"Could you make the change from your current supplier to us ?"

Well, that is just a question and your prospect could just as easily say "No ! I can't"

What about,

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"How could you make the change from your current supplier to us ?"

Now, that is focusing your client on what you want them to be thinking about (i.e. how they could change to using your product or service) but you're leaving a door open for them to say that they don't know how.

What about the sentence below ?

"How easily could you make the change from your current supplier to us ?"

Now where is your customer's mind focused ?

Not on whether they could make the change, nor on how they could do it, but on how easy it could be.

They could still say "it would not be very easy" but notice that they are still likely to use the word "easy"

Also, notice that I did not say,

"How could you make the change from your current supplier to us easily?"

Because, the first thing that would enter your client's mind is how they could make the change and they would already be considering the answer to this question before they ever heard the word easily (if they heard it at all).

It's subtle and it has a profound effect.

Let me give you some more examples of sentences using these words.

"Have you discovered how easily you could make a consistent product if you used our improved raw material ?"

"Naturally, you'll find more than enough reasons to go ahead today even if you can only see a few of the unlimited benefits that our product provides."

These "power words" become even more powerful when you stack them into a sentence. The more of these words you use in a sentence the harder it is for your prospect's conscious mind to filter out the inferences these words are forcing them to make.

"Once you begin to easily absorb this information, you'll naturally discover the unlimited potential it has for readily making your communication infinitely more effective." (Perhaps this sentence is a bit over-the-top ?)

"Have you become aware yet of the many ways that our product could help in your production ?" (the inference being there are many benefits and you will become aware of them at some point in time)

"After you experience our product , by trailing it in your plant, you will realize the many ways in which it will easily improve your end product" (infers you'll try the product and there are many ways this product can benefit your production)

Here's some more examples for you.

"Naturally, as you start to realize the unlimited ways you can easily become aware of how using our

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product will help you to rapidly and effectively accomplish your goals, you'll start imagining the success you can really achieve with our help" (Phew !)

"After you use our product you'll understand it's many benefits" (the inferences being that they will use the product and it has more than one benefit)

"Before you decide which of the many benefits that our product offers is the most important in relation to your purchasing decision let me tell you a few things that might help." (The inferences are that they will decide on a benefit that is important to them and that our product offers many benefits.)

"During the first few months of experiencing our service you'll likely become more aware of the many ways in which we offer substantially more than our competitors." (The inference being that they will use the service and it is more than a little better than the competitors in a number of ways.)

Before I go any further how much of this have you grasped, so far ? Can you see how this will naturally make your communication more vital and alive and can you guess how much more effective your communication will become once you have mastered the use of these words. Does this sound like something you need to practice ?

"From among the many positive benefits that you are starting to realize our service offers, which ones are likely to give you the most benefit ? "

"As you expand the range of products you buy from us and our business collaboration moves beyond it's current boundaries what do you see as the best way we can easily move forward to the next level ?"

I already discussed the power of the word "because" in YSS edition #2, so I wont go through it again. If you want to review that issue just [click here](#).

The word "cause" can function much like "because" in many situations. Along with "As" and "And " they are example of "cause and effect statements". Here are some examples.

"Simply making that statement causes you to understand why you already don't believe it." (every time they make that statement they'll doubt it)

"As you start to assimilate the information we have provided you will begin to recognize the many ways that our product can help in your process."

The last two words on our list "Now " and "Stop" are really commands that can be used to great effect. These words work better if you speak them louder and in a deeper voice tone. It also helps to actually stop speaking when you utter the word "Stop". Like below. (emphasise the words in bold)

"You may be considering the effort you need to switch to our product. May I suggest that you just **STOP**..... **NOW** consider the many advantages our product will easily bring to your production process and all the positive effects that will have on your bottom line."

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"We've been back and forth a lot with this agreement and perhaps it's time— NOW - to consider how we can most easily finalise this deal to our mutual benefit. Now, that seems reasonable, doesn't it ?"

How do you go about talking like this and utilizing these powerful words ?

You practice by writing out sentences employing these words.

Here's how to practice.

First, think about a specific sales call you have coming up.

Then think about some of the comments you are likely to make during that meeting.

(Use your imagination and run through the meeting in your mind.)

Write down the things you would say.

Now, rewrite the sentences inserting the powerful words.

You'll notice the power words are grouped in the list above. Take one group at a time and try to incorporate the power words into the sentences you would have spoken.

(This may seem clumsy at first like the process you went through acquiring many new skills in the past and wasn't that momentary discomfort back then well worth the eventual progress you made ?)

Don't add the words in, actually rewrite the sentence.

Write up to a page on each group.

Then rewrite the sentences again allowing yourself the freedom to use any of the power words in any of the sentences. Really pack them in !

Repeat this process for one sales call a day or just do the exercise once a day for a month and you'll likely notice how naturally and easily you can speak using the power words.

You may have been wondering where this issue was heading. How useful these words would be. And, as you consider just that, you may find yourself just naturally beginning to experience excitement about what the future holds for you as you begin to understand how easily you can incorporate these words into your sales language, allowing you to enhance your sales results and move beyond the past sales limitations you had before you mastered the skill of using language to direct the thinking of your customer. Now, as the realization begins to sink in of how easily and rapidly your sales results will improve, that will cause you get excited about practicing the use of the power words. Now.....

Happy practicing.

Here's to YourSalesSuccess.

For more information go to www.sellingandpersuasiontechniques.com

Greg has been selling for 23 years and has negotiated supply contracts to import goods from the USA, UK, Canada, Germany, Netherlands and Japan. He has sold as much as \$7million in a year. His worst ever result was 94% of budgeted sales and 99% of budgeted profit. He is now semi-retired at the age of 46.

Does this Headline "Grab" Your Attention?

By David McKenzie

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If you are reading this first sentence then the answer is yes.

You see, the objective of the headline is to get the reader to keep reading.

Whether it's an article, a sales letter, an ezine ad or just the subject heading in an email, the objective of the headline is to get the reader to read more than just the headline. To read the next `bit'.

So what makes this headline an attention grabber?

Let's look at 4 points within this headline that makes it "grab" the readers attention.

1. Ask a Question

If you ask a question in your headline then the reader is inclined to want to answer the question themselves. The reader is intrigued. This prompts the reader to read on. Asking a question is one of the best ways to `grab' the attention.

2. Use Inverted Commas

Use inverted commas around a single word as I have done, or around a group of words or the whole headline. The inverted commas themselves actually highlight something that the reader can latch on to. If you had 10 headlines and 1 had inverted commas around it, then it's more likely it would be the most read headline.

There is another benefit to using inverted commas around the whole headline. It often means that in an alphabetical list of headlines you will be near the top. This is because inverted commas come before the letter "A".

3. Capitalize the First Letter of Each Major Word in the Headline

Capitalizing each `major' word in the headline grabs the

readers attention. However do not capitalize every word. Do not

capitalize words such as `a', `the', `of', `to', `on', `in' and `an' unless they are the first word of the headline. It's just not necessary.

Take a look at the `headline' above for point 3. The words `the', `of' and `in' are not capitalized. Let's see what this headline would look like if they were:

Capitalize The First Letter Of Each Major Word In The Headline

It just does not impress as much. There is no distinction between the words. The `major' words do not stand out as much.

However, in the headline under point 3 the following groups of words stand out more because they are separated by the not so important words:

Capitalize

First Letter

Each Major Word

Headline

4. Use powerful words

"Grab" is a powerful word. So is "Free". Even "Powerful" is a powerful word for that matter. Try and have at least 1 and maybe 2 powerful words in your headline. These powerful words will draw in the readers attention and prompt them to keep reading.

Use these 4 techniques to help you write better headlines. Get the headline wrong and there is no use writing the article, the ezine ad or the sales letter.

Get the headline right and you are half way to making the sale or obtaining a new ezine subscriber.

David McKenzie is the author of a new e-book titled "How To Write Free Articles and Market Them With a \$0 Marketing Budget"Get a Free 5 Day Email Course
<http://www.brisney.com/how-to-write-free-articles.htm>



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Impair Healthy Healing In People Over The Age Of 30!