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**Throw Out Your "Selling" Language – Unlock Your Natural Voice**

**By Ari Galper**

**Throw Out Your "Selling" Language – Unlock Your Natural Voice by Ari Galper**

I was sitting at my desk last week when my phone rang. I picked it up and said, "This is Ari with Unlock The Game." The woman on the other end of the phone said, "Hi, my name is Julie Jackson, I'm with XYZ company and we are a...and we offer...". As she continued to speak, I stopped her in mid-sentence and said, "Hi, Julie."

There was dead silence on the phone.

I could sense her struggling to react to my spontaneous overture at making personal, genuine contact. She was so locked into her presentation or script that she had no idea how to respond to me.

The idea of just conversing with me in her most natural way was a completely foreign concept.

(She eventually took a deep breath and we transitioned into a very pleasant conversation about the possibility of us being a "fit".)

What has happened to us?

Can't we just strike up a conversation with people we don't know and build a relationship that way?

It's ironic that most of us take it for granted that spontaneous, natural communication is the right way to relate to our friends, spouses, relatives, and others in our personal lives — but, when it comes to selling, our language becomes, almost robotic.

Why the breakdown?

Because when we make a sales call, we want something. The people we're talking with sense this immediately. They put up their guard. Our hidden agenda and their reaction immediately destroy the trust-building process of communication.

## Throw Out Your "Selling" Language – Unlock Your Natural Voice

We go into our personal relationships wanting to simply know the other person. But we go into sales situations with agendas and assumptions.

And because we've been conditioned that a sale can happen only if we control the process, we never even consider the possibility that there can be total flexibility in how we communicate and build trust.

Quick self–assessment: When you pick up the phone to make a sales call, what are you hoping will be the outcome?

Let me guess:

- \* Get information

- \* Find the decision maker

- \* Schedule an appointment

- \* Make a sale

In other words, you want something even before the person you call says "Hello."

It's time to throw out your "selling" language and unlock your natural language.

Here's how:

Be willing to challenge everything you have learned about selling up to this point. If you aren't open to questioning conventional sales thinking, you'll never have a chance to experience selling in a completely different way.

- \* Replace your goal–oriented agendas with trust–building agendas.

- \* Learn to enjoy the processing of building a new relationship.

- \* Build a dialogue.

- \* Avoid centering the conversation on you and your offerings.

- \* Enter the conversation without assumptions.

- \* Trade overconfidence for humility.

Any signs of overconfidence when you first make contact with a potential client will only set off "sales alarms." Humility (not weakness) starts the trust–building process.

## Throw Out Your "Selling" Language – Unlock Your Natural Voice

Visualize the person you are speaking with as a potential friend rather than a potential client. This will help you to converse rather than "sell."

When you tap into your natural language abilities, it triggers the person you're speaking with to tap into their own natural language as well.

Like you, they will abandon their "business language" and begin communicating with you in their most natural way.

Natural language is the crucial secret to transforming the outdated, ineffective "buyer–seller" role into a trust–based relationship based on open, natural communication.

Ari Galper is the founder of Unlock The Game™, the only selling program that completely eliminates pressure from the selling process. His Unlock The Game™ Sales Program has helped thousands of entrepreneurs and sales professionals worldwide. Visit <http://www.UnlockTheGame.com> to take a Free Test Drive!

### **Do You Have to Be Aggressive to Make Sales?**

**By Ari Galper**

#### **Do You Have to Be Aggressive to Make Sales? by Ari Galper**

A few weeks ago I was onsite at a company that had hired me to train their sales team on how to stop using traditional selling and start using the Unlock The Game™ sales approach.

After one coaching session, one member of the sales team came up to me and said, "Ari, your approach makes complete sense — but I'm afraid I'll lose sales if I stop being aggressive and start being passive!"

Whenever I hear a comment like that, I want to scream, because it means that the person just doesn't yet understand that removing pressure from the sales process doesn't mean being passive!

But...I didn't scream. I took a deep breath and then explained that Unlock The Game™ is the reverse of passive.

Rather, it's an active attempt to create pressure–free conversations with prospects.

However, to do that we must eliminate behaviors and language that prospects can perceive as "aggressive."

## Throw Out Your "Selling" Language – Unlock Your Natural Voice

We all know what these are — continual e-mail and voicemail "followups" in which salespeople try to pin down the status of a potential deal — is one common example.

The problem is that prospects react to aggressive, or perhaps we should say "overaggressive" sales behaviors by withdrawing and evading us.

We could say that Unlock The Game™ actually takes the "middle ground" between passive and aggressive by being authentically unassuming, yet effective – and that this is the most stress-free and effective way to sell.

What do I mean?

I mean that you have to shift away from assuming that every prospect is a fit for your solution.

It's sort of like the legal concept of "being innocent until proven guilty."

We can't afford to make any assumptions about "fit" until our

conversation with the prospect indicates that we've mutually arrived at that conclusion.

The aggressiveness that turns off prospects sets in when you assume, every time you pick up the phone, that you have a solution for them.

Your tone of voice and language gives them that message long before they've even had a chance to agree that they have a problem you might be able to help them solve.

But if you can manage to find that middle ground of not assuming anything while also communicating in a low-key, unassuming manner, you'll discover a whole new effectiveness you could never have imagined.

Can prospects sense when you're assuming too much?

Sure they can — because most of us have been conditioned to present or talk about our solution as a way to engage prospects so they'll reveal their problems to us.

But that logic is completely flawed, because when you launch into your solution to someone who doesn't trust you yet, all you do is allow them to pigeonhole you as a stereotyped "salesperson."

So how do you make this concept of being unassuming but effective a reality?

## Throw Out Your "Selling" Language – Unlock Your Natural Voice

First, learn to start conversations by focusing 100 percent on generating discussions around prospects' problems, rather than pitching your solution the second you hear an opening.

Second, learn to begin those conversations by converting the benefits of your solution into problems that your solution can solve.

Third, after you and your prospects have identified a problem or problems, you can then engage in a discussion about whether fixing those problems is a priority.

It's only at that point that prospects have finally given you implicit permission to share your solution with them.

Jumping in with solutions prematurely will only land you back in the trap of being perceived as "aggressive."

With a Masters Degree in Instructional Design and over a decade of experience creating breakthrough sales strategies for global companies such as UPS and QUALCOMM, Ari Galper discovered the missing link that people who sell have been seeking for years. Visit <http://www.unlockthegame.com> to get his free sales training lessons.



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