

# Three Keys to Successful Selling: What You Say, How You Say It, and What You Know

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Prospects will buy — or unfortunately not buy — largely on the strength of what you say... it must relate to solving their identified problems. But keep in mind, how you say it and what you show can ensure that your prospects will listen to what you say.

**How you say it:** Use “glamour” words and “buzzwords.” Glamour words are words commonly known but uncommonly used. For instance, tell your prospect you wish to share a “discovery” with them and use words like exciting, dynamic, challenging, opportunity, investment and complimentary.

In addition, show you’re on your prospects’ team by knowing and using the buzzwords of their business. Other possible buzzwords could include new, proven, safety, savings and involved, etc.

How you say it is important — it ensures that your prospect will listen to what you have to say. Treating your prospects



like people, answering their questions in a way that isn’t condescending and being knowledgeable about the product is a must.

**What you show is also very important.** Too many times salespeople try to “explain” how or what a product looks like:

*“Well, Mr. Prospect, it’s about this big and we put it up in the corner ...”*

Is that the best way you describe a motion detector? To get your prospects involved, hand them something. I guarantee they’ll take whatever you hand them. The more they’re involved, the more they take ownership.

I’ll talk to you next month. Until then always remember, if you do not get the sale, you work for free!