

Phrases that kill sales without realizing it

Phrases, just like words and sentences, can instill positive or negative emotions in a client and based on whether it is one or the other can result in success or failure of a sales opportunity. I have seen salespeople become totally frustrated because they were not aware they had used negative phrases and could not understand why they had lost the sale.

Positive phrases can create an emotional connection with a client that can generate feelings of comfort, reassurance and even inspire them. Negative phrases on the other hand have the opposite effect with feelings ranging from mild annoyance to outright anger.

Listed below are common negative phrases and on the right side are likely reactions from a client, either spoken or unspoken:

<i>"You will have to..."</i>	<i>"I don't have to do anything"</i>
<i>"I don't know..."</i>	<i>"Well go and find out!"</i>
<i>"We can't do that..."</i>	<i>"Don't tell me what you can't do. What can you do?"</i>
<i>"I am just new here..."</i>	<i>"Don't waste my time?"</i>
<i>"I am sorry if you are unhappy..."</i>	<i>"Well what are you going to do about it?"</i>
<i>"You should have..."</i>	<i>"I know, so don't remind me!"</i>
<i>"I'll get back to you..."</i>	<i>"When? Give me a specific time."</i>
<i>"Regarding your problem..."</i>	<i>"My problem? It's your product!"</i>
<i>"I wouldn't have a clue..."</i>	<i>"Well why don't you go and find out!"</i>
<i>"I'll do it a.s.a.p."</i>	<i>"Well when will that be?"</i>

Possible alternatives to the negative phrases above are:

<i>"You will have to..."</i>	<i>"What we need to do is..."</i>
<i>"I don't know..."</i>	<i>"Let me find out"</i>
<i>"We can't do that..."</i>	<i>"Let me see what I can do..."</i>
<i>"I am just new here..."</i>	<i>"I am new here but I will..."</i>
<i>"I am sorry if you are unhappy..."</i>	<i>"I do understand how you are feeling. Let me..."</i>
<i>"You should have..."</i>	<i>"What I suggest we do is..."</i>
<i>"I'll get back to you..."</i>	<i>"I'll call you 9:00am tomorrow if that is alright?"</i>
<i>"Regarding your problem..."</i>	<i>"Regarding the current situation..."</i>
<i>"I wouldn't have a clue..."</i>	<i>"I'll find out for you"</i>

"I'll do it a.s.a.p."

"I'll call now and find out what happened"

If you have been using negative phrases you would have experienced verbal pushback from your clients – and it's not a pleasant experience. Focus on using positive phrases and your clients will appreciate it and so will you.

If you would like to comment on this subject or have a sales problem you would like to discuss then call me direct on +61 412 252 236 or email kurt@salesconsultants.com.au



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increases sales from 10-47%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.