

Do your words create sales obstacles?

There are few salespeople conscious of the words they use, their vocal tone and the impact on the customer. In a recent example a salesperson appeared shocked when the customer responded with an objection. Later during the post debrief the salesperson said, *"The objection came out of the blue. I do not understand why I did not get the order after offering the highest discount, despite the low volume."*

During the sales meeting, the salesperson did not sense the change in the customer's demeanour when he said, *"You will have to place the order today."* The customer told what she had to do and in the manner, created the sales objection.

How conscious are you of your words and vocal tone? Do you notice the exact point in time when a customer's body language and general demeanour changes, changes that attract unnecessary sales obstacles?

The words you use, and the tone of those words can have an engaging uplifting effect or a heavy negative feeling for the customer.

Engaging words are accompanied automatically by a vocal tone that creates an emotional connection. The connection generates feelings of confidence, reassurance and, depending on the situation, encouragement, and motivation. Negative words and the accompanying vocal tone strike the customer with feelings of apprehension. They decide not to proceed because of how they feel.

So, what are the most common negative words?

Salesperson

Customer's thoughts

"You will have to..."

"I don't have to do anything!"

"I don't know..."

"Well find out!"

"You should have..."

"I know, so why remind me!"

"We cannot do that."

"Cannot? What can you do!"

"Regarding your problem..."

"My problem? It is your product!"

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

"When will that be?"

Engaging words to replace the above.

"What we need to do is..."

"Let me find out"

"Let me see what I can do..."

"What I would like to suggest we do is..."

"Regarding the current situation..."

"I will call now and find out what happened."

How did you feel when you read the negative then the engaging words? By becoming consciously aware of the words and tone you use, you will notice a difference in the quality of relationships with your customers.



Kurt is a sales practitioner who created sales records in five industries and won major sales awards including Salesperson of the Year. The products and services he sold were newly released, consultative, relationship and retail. He is a recognized sales expert, successful author and respected sales and personal development coach who has guided organizations and salespeople to vastly improved sales performance and profitability. His clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe. Kurt is the author of 21 Timeless Insights for Sales Success sold in eight countries. Available on www.amazon.com.au or www.salesconsultants.com.au. His latest book The Most Unlikely Salesperson will be released in August 2023.

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