

PHRASES THAT CREATE SMALL, NEGATIVE MIND IMAGES

4. The market is saturated.
Imagine, 75 percent of the potential has already been sold. Better get out.
5. Their orders have been small.
Cut them off.
6. Five years is too long a time to spend before I'll get into the top ranks in your company. Count me out.
7. The competition has all the advantage. How do you expect me to sell against them?
8. Nobody will ever want that product.
9. Let's wait until a recession comes along, then buy stocks.
10. I'm too young (old) for the job.
11. It won't work, let me prove it. The image: dark, gloom, disappointment, grief, failure.

PHRASES THAT CREATE BIG, POSITIVE MIND IMAGES

- Imagine, 25 percent of the market is still not sold. Count me in. This looks big!
- Their orders have been small. Let's map out a plan for selling them more of their needs.
- Five years is not really a long time. Just think, that leaves me thirty years to serve at a high level.
- Competition is strong. There's no denying that, but no one ever has *all* the advantages. Let's put our heads together and figure out a way to beat them at their own game.
- In its present form, it may not be salable, but let's consider some modifications.
- Let's invest now. Bet on prosperity, not depression.
- Being young (old) is a distinct advantage.
- It will work, let me prove it. The image: bright, hope, success, fun, victory.