

Exactly What to Say: The Magic Words for Influence and Impact

by Jones, Phil M

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> When you say to somebody, "I'm not sure if it's for you, but.. .," the little voice inside your listener's head hears, "You might want to look at this

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> The word "but" negates everything that was said prior, so when you say to somebody, "I'm not sure if it's for you, but..

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> When you do get around to following up or speaking again at the agreed time, please do not ask them what they thought about what you asked them to look at. This makes it easy for them to talk bad news or bring up their concerns. Instead, swap that question with, “So, what do you like about it?” and watch them list the good-news reasons instead.

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