



Speak with Power: Mastering Assertive Language

"The difference between ordinary and extraordinary is that little extra." - Jimmy Johnson

Close More Deals: The Power of Assertive Language

Points:

- **Project Confidence & Credibility:** Assertiveness conveys belief in yourself and your product, inspiring trust in prospects.
- **Control the Conversation:** Lead the interaction, steer towards a close, and avoid getting sidetracked.
- **Increase Your Value:** Strong communication skills make you a more valuable asset, setting you apart from the competition.





Your Authentic Power: Finding Your Assertive Voice

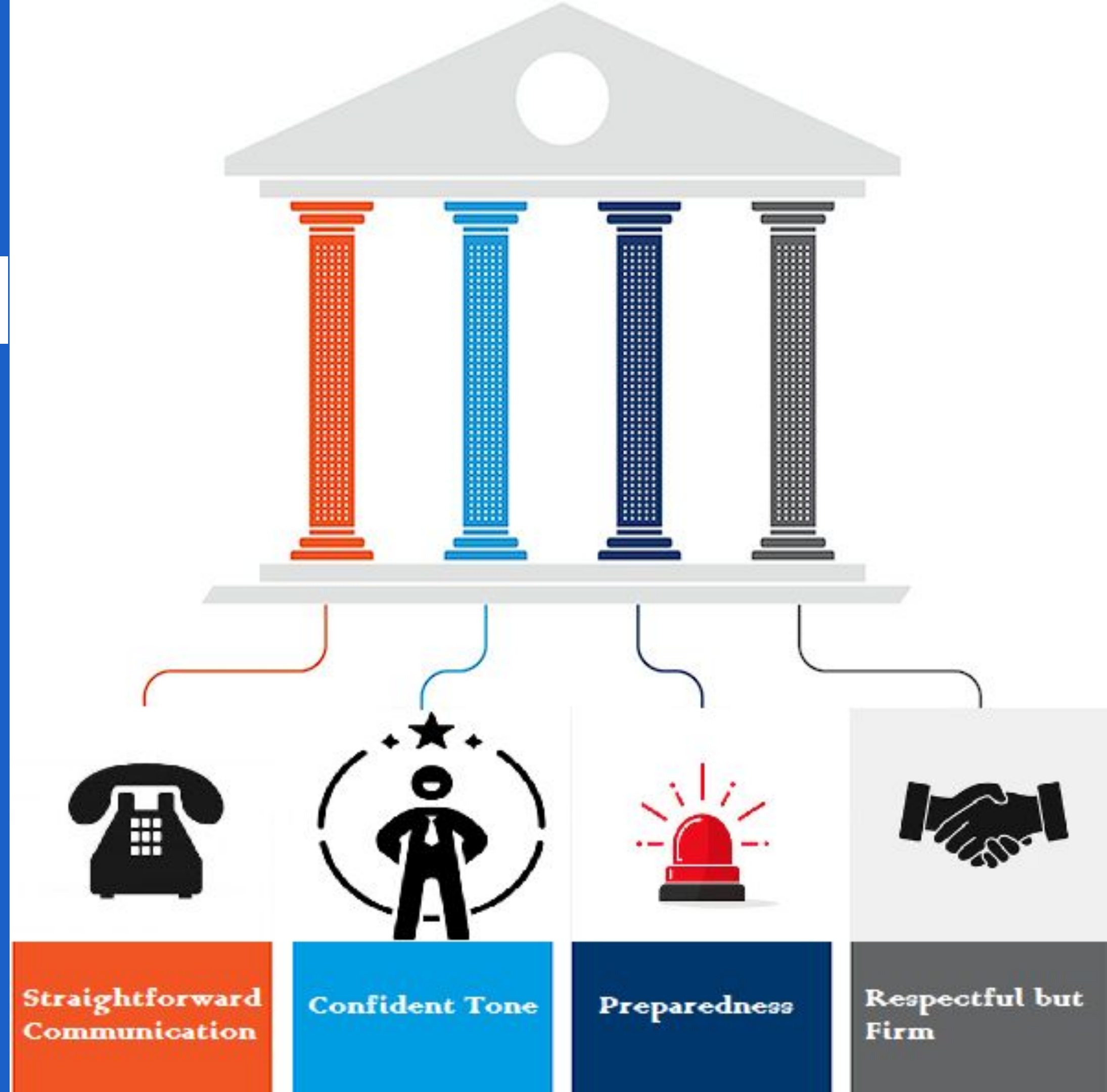
Points:

- Clarity of Thought: Know what you believe and what you're selling. Articulate it precisely.
- Stand Up Straight: Physical posture influences your mental state. Project confidence with your body language.
- Vocabulary Expansion: The more words you command, the better you can express yourself persuasively.
- Practice & Feedback: Assertive communication is a skill. Practice, record yourself, and seek feedback to improve.

The Pillars of Power: Building Assertive Communication

Elements:

- **Straightforward Communication:** Be direct, clear, and concise. Avoid ambiguity and filler words.
- **Confident Tone:** Speak with conviction and authority. Believe in what you're selling.
- **Preparedness:** Know your product, anticipate objections, and have rebuttals ready.
- **Respectful but Firm:** Maintain professionalism, but don't be afraid to push back on unreasonable demands or objections.





Don't Be Afraid to Say "No"

Points:

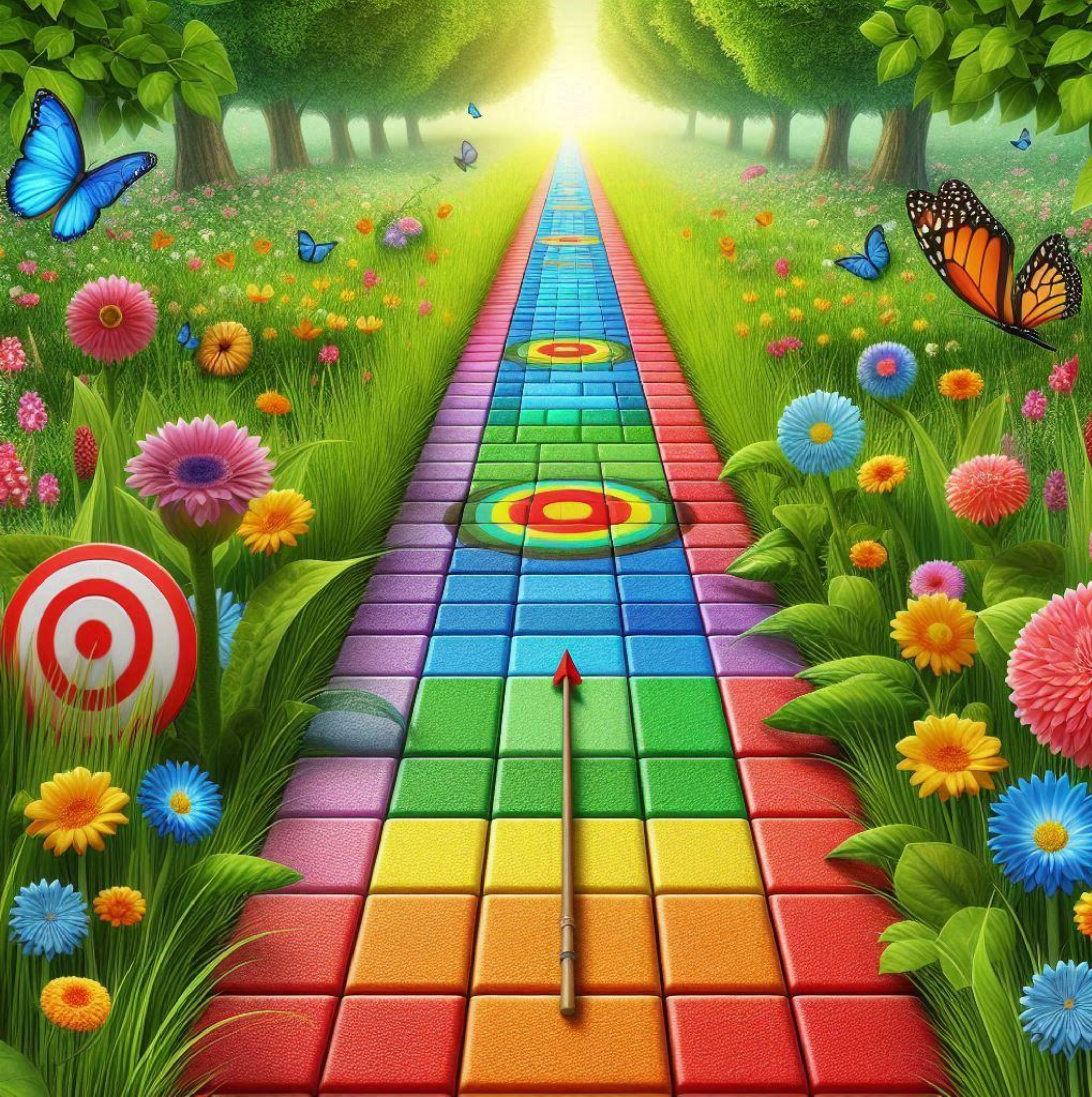
- Qualify Prospects: Don't waste time on those who aren't a good fit. Saying "no" allows you to focus on high-potential leads.
- Set Boundaries: Protect your time and energy. Don't agree to unreasonable requests or discounts.
- Increase Your Value: Saying "no" strategically demonstrates that your time and expertise are valuable.

Value-Based Selling: Creating Win/Win Outcomes

Points:

- Focus on the Prospect's Needs: Uncover their pain points and demonstrate how your solution provides tangible benefits.
- Quantify Value: Use data and examples to show the ROI of your product or service.
- Position Yourself as an Advisor: Guide the prospect towards the best solution, even if it means recommending a different product or service.





The Straight Line Close: No Bailout Options

Points:

- Assume the Sale: Use language that presupposes the prospect is ready to buy.
- Eliminate Escape Clauses: Avoid phrases like "If you decide to sign up..." or "Would you be interested in...?"
- Lead with Confidence: Your belief in your product and your closing skills should be unwavering.

Mastering Assertiveness: Practice Makes Perfect

Action Items:

- Role-Playing: Practice your assertive language and closing techniques with a partner or mentor.
- Record Your Calls: Listen back to your interactions and identify areas for improvement.
- Seek Feedback: Ask for constructive criticism from your manager or colleagues.





Speak with Power, Close More Deals

The best way to predict the future is to create it." - Peter Drucker / Abraham Lincoln

Questions?

