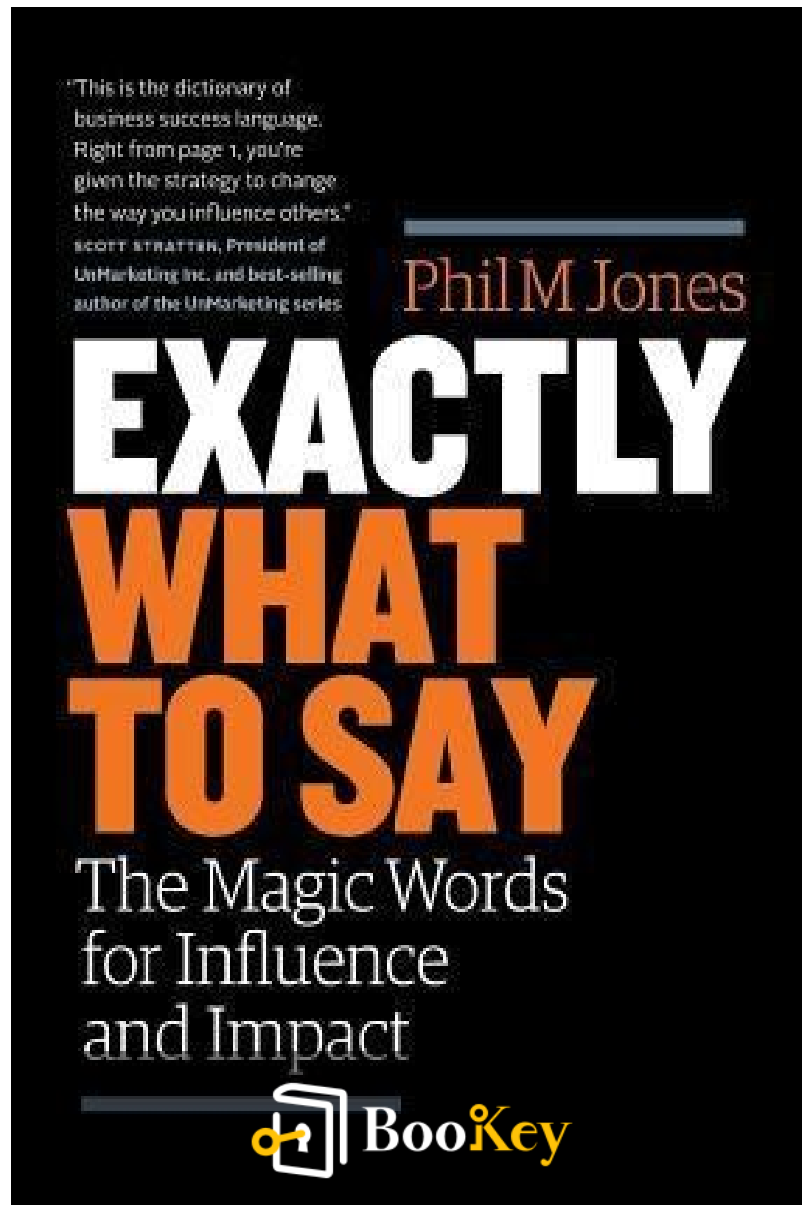


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About the book

In **Exactly What to Say**, Phil M. Jones draws on his extensive experience training over two million individuals across the globe to master the art of impactful communication. This insightful guide equips readers with essential techniques to influence decisions and effectively convey their messages, ensuring they stand out in a competitive landscape. As a best-selling author and celebrated sales trainer, Jones shares proven strategies that empower you to articulate your thoughts with precision and purpose, enabling you to achieve your goals in both personal and professional interactions.

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About the author

Phil M. Jones is a best-selling author and renowned sales trainer, celebrated for his expertise in the art of spoken communication. With over two million individuals trained across fifty-six countries and collaborations with major global brands, he has made a significant impact in the field of sales. In 2013, he received the British Excellence in Sales and Marketing Award for Sales Trainer of the Year, becoming the youngest recipient of this prestigious honor. Jones is also the author of several acclaimed books and creator of online training courses that have attracted tens of thousands of participants worldwide. He splits his time between London and New York.

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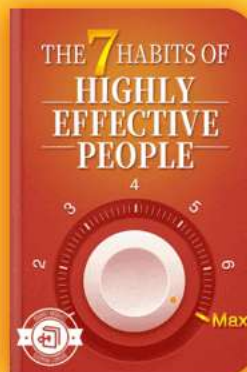


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Summary Content List

Chapter 1 : 1. I'm Not Sure If It's for You, But

Chapter 2 : 2. Open-Minded

Chapter 3 : 3. What Do You Know?

Chapter 4 : 4. How Would You Feel If?

Chapter 5 : 5. Just Imagine

Chapter 6 : 6. When Would Be a Good Time?

Chapter 7 : 7. I'm Guessing You Haven't Got Around To

Chapter 8 : 8. Simple Swaps

Chapter 9 : 9. You Have Three Options

Chapter 10 : 10. Two Types of People

Chapter 11 : 11. I Bet You're a Bit Like Me

Chapter 12 : 12. If... Then

Chapter 13 : 13. Don't Worry

Chapter 14 : 14. Most People

Chapter 15 : 15. The Good News



Chapter 16 : 16. What Happens Next

Chapter 17 : 17. What Makes You Say That?

Chapter 18 : 18. Before You Make Your Mind Up

Chapter 19 : 19. If I Can, Will You?

Chapter 20 : 20. Enough

Chapter 21 : 21. Just One More Thing

Chapter 22 : 22. A Favor

Chapter 23 : 23. Just Out of Curiosity

Chapter 24 : Final Thought

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Chapter 1 Summary : 1. I’m Not Sure If It’s for You, But



Section	Summary
Introduction to the Book	Phil M. Jones highlights the necessity of preparation in communication, aiming to provide tactics for enhancing conversational outcomes for personal success across various audiences.
The Concept of Magic Words	Jones introduces "Magic Words," phrases that effectively engage the subconscious, aiding in decision-making and fostering better conversations in personal and professional settings.
The Influence of Language	He emphasizes how small wording changes can lead to vastly different results, encouraging readers to grasp these principles and apply them in diverse life situations.
Recommended Practices	Readers are urged to take notes, create examples, and practice the techniques, acknowledging that implementation can be challenging yet ultimately rewarding.
Key Technique: “I’m Not Sure If It’s for You, But”	Jones presents a phrase to introduce ideas without the fear of rejection, reducing pressure and increasing listener receptivity.
Examples of Usage	Various scenarios illustrate how to adapt the initial phrase to foster curiosity and engagement, encouraging further inquiry from listeners.
Overall Summary	The chapter establishes foundational communication techniques that enhance interaction outcomes, empowering readers to effectively influence conversations.

Summary of Chapter 1: Opening Words



Introduction to the Book

Phil M. Jones emphasizes the importance of preparation in communication. This book aims to equip readers with tactics to enhance conversational outcomes and is designed for those seeking personal success, whether they are sales professionals, business owners, or simply interested readers.

The Concept of Magic Words

Jones introduces "Magic Words," which are phrases that effectively communicate with the subconscious mind, influencing decision-making. These words help create engaging conversations, often leading to better results in both personal and professional contexts.

The Influence of Language

The author describes how slight changes in wording can lead to significantly different outcomes in communication. He encourages readers to develop their understanding of these principles and apply them broadly across various aspects of life.



Recommended Practices

Readers are encouraged to take notes, create their examples, and practice the techniques shared in the book. Jones underscores that while the concepts may seem simple, applying them can be challenging yet rewarding.

Key Technique: “I’m Not Sure If It’s for You, But”

Jones shares a powerful initial phrase to introduce ideas without the fear of rejection. By framing a statement with “I’m not sure if it’s for you, but...,” the speaker reduces pressure and piques interest, leading the listener to be more receptive.

Examples of Usage

Examples of this approach include various scenarios where the phrase can be adapted to spark curiosity and engagement. This rejection-free method encourages listeners to inquire further or at least consider the proposition.

Overall, the chapter lays the groundwork for mastering communication techniques that yield better interaction outcomes, empowering readers to influence conversations effectively.



Example

Key Point: Using the phrase 'I'm not sure if it's for you, but,' can change the game in conversations.

Example: Imagine walking into a meeting and wanting to introduce a new idea. Instead of diving in with confidence and risking rejection, you start with, 'I'm not sure if it's for you, but I've been thinking about how we could improve our project outcomes by integrating feedback loops.' This soft approach lowers defenses, making your colleagues more curious and open to engaging with your suggestion, which can lead to fruitful discussions and innovative solutions.



Critical Thinking

Key Point: The effectiveness of 'Magic Words' in communication relies heavily on context and audience perception.

Critical Interpretation: While Jones claims that the use of specific phrases can unlock effective communication and influence decision-making, such assertions may oversimplify the complexities of human interaction. Communication is nuanced and influenced by diverse factors beyond just language choice, including cultural differences, individual experiences, and contextual cues. Therefore, relying solely on the suggested tactics without understanding these dynamics might lead to misconceptions about their effectiveness. Research in linguistics and psychology, such as studies by R. W. Gibbs on figurative language and communication, highlights the importance of contextual understanding in successful interactions, suggesting that while 'Magic Words' have potential, their application must be nuanced and deliberate.



Chapter 2 Summary : 2. Open-Minded



Section	Summary
Introduction	Chapter 2 emphasizes the importance of effective communication in achieving desired results, introducing key phrases to enhance influence and persuasion skills.
Importance of Timing	The worst time to consider what to say is during a conversation; preparation with impactful phrases provides a significant advantage.
Power of Words	Small, strategic word choices can greatly affect outcomes in sales and persuasive conversations, tapping into the subconscious mind.
Magic Words Defined	"Magic Words" are phrases that influence the subconscious, enabling better decision-making and enhancing interaction effectiveness.
Examples of Magic Words	Jones provides examples that illustrate how subtle language shifts lead to positive responses, encouraging practical applications in daily life.
Key Strategies	<p>"I'm Not Sure If It's For You, But..." lowers pressure and invites engagement.</p> <p>"How Open-Minded Are You?" respects the listener's autonomy while increasing the chance of agreement.</p>
Practical Applications	Readers are encouraged to note examples of using these phrases and practice them to improve conversational effectiveness and overall outcomes.

Chapter 2 Summary



Introduction

In Chapter 2 of "Exactly What to Say" by Phil M. Jones, the author emphasizes the significance of effective communication in achieving desired outcomes in business and life. The chapter introduces key phrases that can enhance one's influence and persuasion skills.

Importance of Timing

The chapter opens with a crucial point: the worst time to consider what to say is during the actual conversation. Proper preparation and familiarity with impactful phrases can provide a significant advantage in discussions.

Power of Words

Jones draws attention to the concept of the "winning edge" — small, strategic choices in words can dramatically affect the outcome of sales and persuasive conversations. This includes understanding how to speak to the subconscious mind, which operates quickly and decisively.



Magic Words Defined

The chapter introduces "Magic Words," phrases that directly influence the subconscious, enabling better decision-making in conversations. By using these proven phrases, individuals can boost their effectiveness in interactions.

Examples of Magic Words

Throughout the chapter, Jones provides examples showcasing how subtle shifts in language can lead to positive responses. He encourages readers to apply these phrases in their daily lives to enhance their persuasive abilities.

Key Strategies

1.

"I'm Not Sure If It's For You, But..."

:

- This phrase lowers pressure and piques curiosity, inviting the listener to engage without fear of rejection. The word "but" negates the initial hesitation and encourages openness to the conversation.

2.



"How Open-Minded Are You?"

:

- This question positions the speaker as respectful of the listener's autonomy while heavily leaning towards acceptance. It exploits the common desire to be seen as open-minded, increasing the likelihood of agreement.

Practical Applications

The chapter concludes by suggesting that readers note their own examples of using these phrases and practice them to develop comfort and confidence. The goal is to cultivate better conversations that lead to favorable outcomes in all areas of life.



Example

Key Point: The importance of preparedness in effective communication can transform your interactions and outcomes.

Example: Imagine walking into a meeting feeling anxious, unsure of what to say, but then recalling the Magic Words you've practiced. You start the conversation with, 'I'm not sure if this is for you, but let me share my idea.' Instantly, the pressure lifts, and your listener becomes curious rather than defensive. They respond positively, allowing for a flow of ideas that leads to mutual agreement. This preparation not only boosts your confidence but also enhances your ability to persuade, demonstrating how the right words at the right time can dramatically shape the course of your discussions.



Critical Thinking

Key Point: The strategic use of language in communication can significantly sway outcomes.

Critical Interpretation: Phil M. Jones asserts that choosing the right words can enhance persuasive capabilities, highlighting their psychological impact. However, this argument raises questions about the ethical implications of manipulating language for influence. While the intended application may be benign, one could argue that reliance on 'magic words' risks undermining genuine communication and can be perceived as insincere or manipulative by recipients. Furthermore, studies such as those explored in Robert Cialdini's 'Influence: The Psychology of Persuasion' demonstrate the importance of ethical considerations in persuasion, suggesting that while language can be powerful, its use must be balanced with honesty and integrity to maintain meaningful connections.



Chapter 3 Summary : 3. What Do You Know?

Section	Summary
Opening Overview	Effective communication improves outcomes in personal and business interactions, with successful individuals knowing what to say and how to say it.
Magic Words	"Magic Words" speak to the subconscious, bypassing overanalysis and prompting decisive actions that positively influence conversations.
Key Concepts and Techniques	<p>I'm Not Sure If It's for You, But - Reduces pressure and fosters curiosity, encouraging a positive response.</p> <p>Open-Minded - Asking "How open-minded are you?" encourages self-identification as open-minded, increasing likelihood of agreement.</p> <p>What Do You Know? - Challenges opinions and fosters reflection, leading to greater receptiveness.</p>
Conclusion	The chapter provides practical strategies for persuasive communication, encouraging experimentation to build confidence and skill.

Chapter 3 Summary: Mastering the Art of Conversation

Opening Overview

Phil M. Jones introduces the idea that effective communication can lead to significantly better outcomes in personal and business interactions. Successful individuals frequently know what to say and how to say it, influencing



others with carefully chosen words.

Magic Words

Jones emphasizes the importance of "Magic Words," which speak directly to the subconscious mind. These words bypass overanalysis and lead to decisive actions, influencing conversations positively.

Key Concepts and Techniques

1.

I'm Not Sure If It's for You, But

- This approach reduces pressure on the listener, piquing their curiosity and encouraging openness to new ideas. The use of "but" emphasizes the key message, prompting a positive response.

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Chapter 4 Summary : 4. How Would You Feel If?

Chapter 4 Summary: Engaging Conversations and Effective Communication Techniques

1. Introduction to Magic Words

The chapter emphasizes the significance of specific phrases, called "Magic Words," that can influence conversations and decision-making. These words effectively engage the subconscious mind, leading to better outcomes in communication and persuasion.

2. Overcoming Fear of Rejection

Using the phrase, "I'm not sure if it's for you, but...," helps to introduce ideas without putting pressure on the listener, creating curiosity and an increased likelihood of engagement.

3. Promoting Open-Mindedness



Framing inquiries with, “How open-minded are you...?” encourages listeners to consider new ideas, playing into their self-perception and increasing the probability of positive responses.

4. Reducing Certainty in Arguments

Employing the question, “What do you know about...?” shifts the conversation from debate to exploration, prompting others to reevaluate their strong opinions based on potentially inadequate knowledge.

5. Understanding and Leveraging Motivation

The chapter discusses motivation as a key element in influencing behavior, noting that individuals are primarily driven by the desire to avoid losses rather than to achieve gains. By asking, “How would you feel if...,” communicators can evoke emotional responses that lead to actionable decisions.

6. Emotional Decision-Making



Acknowledging that emotions often dictate decisions, the use of future-feeling scenarios allows individuals to visualize potential outcomes, driving them to act based on the feelings associated with those future scenarios.

This chapter equips readers with effective conversational techniques to enhance persuasive communication, emphasizing the impact of choice of words on personal and professional interactions.



Example

Key Point: The Power of Magic Words in Influencing Conversations

Example: When you want to suggest a new idea to a friend, imagine starting with: 'I'm not sure if it's for you, but what do you think about going on a weekend trip together?' This phrasing not only reduces the pressure, making your friend feel free to engage without obligation, but it also opens the door for them to explore the idea with genuine curiosity.



Critical Thinking

Key Point: The effectiveness of 'Magic Words' in persuasion

Critical Interpretation: While Phil M. Jones emphasizes the profound impact that specific phrases can have on communication and persuasion, it is critical to question whether language alone can significantly overcome deeper systemic issues in human interactions. For instance, social psychology research highlights that factors such as context, mutual respect, and genuine relationships often play a far more critical role in effective communication than the selection of certain 'magic words' (Cialdini, R. B. (2009). *Influence: Science and Practice*). Therefore, readers are encouraged to consider that while the chapter offers valuable insights into conversational techniques, reliance solely on word choice without understanding the bigger picture of interpersonal dynamics may not yield the expected results.



Chapter 5 Summary : 5. Just Imagine

Section	Concept	Mechanics	Outcome
Introduction	Significance of effective communication using "Magic Words".	Enhances conversations, persuasion, and decision-making.	Improved outcomes in interactions.
I'm Not Sure If It's for You, But	Introduce ideas with low pressure.	Triggers curiosity and engagement.	Listener is more likely to consider the proposition.
Open-Minded	Leverage self-perception of being open-minded.	Nudges towards desired outcome by questioning openness.	Increased likelihood of listener agreement.
What Do You Know?	Shift from debate to inquiry.	Questions knowledge foundations to highlight gaps.	Opens the listener to new ideas.
How Would You Feel If?	Tap into emotional triggers.	Presents hypothetical scenarios for emotional engagement.	Enhances motivation to act based on emotional resonance.
Just Imagine	Create vivid mental images to aid decision-making.	Activates imagination for visualizing possibilities.	Increases belief in achieving envisioned outcomes.
Conclusion	Subtle changes in word choices affect conversation outcomes.	Employs "Magic Words" for enhanced persuasion.	Improved persuasive abilities in personal and business interactions.

Chapter 5 Summary

Introduction

Chapter 5 emphasizes the significance of effective communication and the use of specific "Magic Words" that can enhance conversations, increase persuasion, and influence decision-making.



1. I'm Not Sure If It's for You, But

-

Concept

: Introduce ideas with low pressure using the phrase “I’m not sure if it’s for you, but...” to pique curiosity and encourage engagement without fear of rejection.

-

Mechanics

: This phrase suggests lack of pressure, triggering intrigue in the listener.

-

Outcome

: The listener is more likely to lean in or at least consider the proposition.

2. Open-Minded

-

Concept

: Leverage people's self-perception of being open-minded by asking “How open-minded are you?” to introduce new ideas.

-

Mechanics



: This wording nudges the listener towards the desired outcome, as most people want to see themselves as open-minded.

-

Outcome

: Increased likelihood of listener agreement or exploration of the idea.

3. What Do You Know?

-

Concept

: Shift conversations from debate to inquiry by questioning the foundation of the other person's knowledge and opinions.

-

Mechanics

: Use “What do you know about...?” to highlight gaps in their knowledge without confrontation.

-

Outcome

: Encourages the listener to reassess their stance and opens them to new ideas.

4. How Would You Feel If?



-

Concept

: Tap into emotional triggers by asking “How would you feel if...?” to motivate action.

-

Mechanics

: By presenting hypothetical scenarios, you encourage emotional engagement, emphasizing potential loss or gain.

-

Outcome

: Enhances the listener's motivation to take action based on emotional resonance.

5. Just Imagine

-

Concept

: Utilize the phrase “Just imagine” to create vivid mental images that assist in decision-making.

-

Mechanics

: This phrase activates the imagination, allowing others to visualize possibilities.



-

Outcome

: Increases belief in achieving the envisioned outcomes, making the proposition more appealing.

Conclusion

The chapter emphasizes that subtle changes in word choices can significantly affect outcomes in conversations. By employing these "Magic Words," individuals can enhance their persuasive abilities in both business and personal interactions.



Example

Key Point: Subtle Language Changes Increase Engagement

Example: Imagine you're speaking to a friend about a new fitness program. Instead of listing its benefits, you start with, 'I'm not sure if it's for you, but have you ever thought about how this could change your mornings?' This phrase reduces pressure, piques curiosity, and opens a comfortable space for them to engage without feeling defensive. Their interest peaks at the idea rather than the program itself, enhancing their willingness to consider what you're suggesting.



Critical Thinking

Key Point: The effectiveness of 'Magic Words' hinges on psychological principles that may not universally apply.

Critical Interpretation: While Phil M. Jones advocates for specific phrases to improve communication and persuasion, one should question the universality of these strategies. The reliance on 'Magic Words' reduces complex interactions to simplistic formulas which might overlook individual differences, cultural contexts, and situational variables significant in communication. It's crucial to recognize that effective persuasion may require a nuanced understanding of interpersonal dynamics rather than just certain phrases. Research on social communication, such as the works of Robert Cialdini on influence and persuasion, suggests a more comprehensive approach that considers the audience's broader context rather than just verbal techniques. This highlights the need for critical analysis of Jones's viewpoint.



Chapter 6 Summary : 6. When Would Be a Good Time?

Section	Key Points
Introduction	Importance of prepared phrases ("Magic Words") for effective communication and persuasion.
1. I'm Not Sure If It's for You, But	Reduces pressure, raises curiosity, and increases likelihood of engagement.
2. Open-Minded	Encourages receptiveness by appealing to self-perception of being open-minded.
3. What Do You Know?	Shifts conversation from debate to reflection, promoting openness to new ideas.
4. How Would You Feel If?	Encourages emotional visualization of outcomes, motivating action based on feelings.
5. Just Imagine	Helps listeners visualize scenarios, making concepts tangible and compelling.
6. When Would Be a Good Time?	Challenges objection of time constraints, fostering a mindset of possibility.
Conclusion	Encourages practice of these phrases to enhance conversational skills and influence.

Chapter 6 Summary: Exactly What to Say by Phil M. Jones

Introduction

This chapter emphasizes the importance of being prepared with what to say in conversations to gain a fair advantage. The author presents a series of "Magic Words"—specific phrases that trigger subconscious responses, aiding in effective communication and persuasion.



1. I'm Not Sure If It's for You, But

This phrase initiates a rejection-free approach by lowering pressure on the listener, which raises their curiosity and increases the likelihood of engagement.

2. Open-Minded

By using the phrase "How open-minded are you?" when introducing new ideas, you encourage others to feel inclined towards being receptive, capitalizing on their self-perception as open-minded individuals.

3. What Do You Know?

Posing the question "What do you know about...?" helps shift a conversation from debate to reflection, allowing others to

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Chapter 7 Summary : 7. I'm Guessing You Haven't Got Around To

Chapter 7 Summary: Key Conversational Techniques

Introduction

This chapter introduces practical strategies for effective communication, emphasizing the importance of preparation and the power of words in influencing conversations and outcomes.

1. I'm Not Sure If It's for You, But

- This phrase mitigates rejection fears by suggesting a low-stakes scenario.
- It piques curiosity and subtly encourages consideration by following it with important information.
- For example: "I'm not sure if it's for you, but would you know someone who might be interested in...?"



2. Open-Minded

- Asking, “How open-minded are you?” leverages a common self-perception that encourages receptiveness.
- This framing increases the likelihood of agreement, as people desire to be seen as open to new ideas.
- Examples include: “Would you be open-minded to trying this as an alternative?”

3. What Do You Know?

- Challenge certainty by asking, “What do you know about...?” This questions the basis of their opinion and prompts them to reconsider.
- Such inquiries encourage receptiveness to new information and perspectives.

4. How Would You Feel If?

- This question aims to evoke emotional responses tied to potential scenarios, guiding decision-making towards positive outcomes.
- It’s crucial to contrast potential losses with future gains to



motivate action effectively.

5. Just Imagine

- Using “Just imagine” helps people visualize scenarios, making it easier for them to make decisions based on positive imagery.
- Examples include: “Just imagine the impact this could have,” fostering a vivid mental image of success.

6. When Would Be a Good Time?

- This phrase redirects potential time-based objections by presupposing that there is a suitable time for discussions.
- It encourages proactive scheduling that maintains control over the conversation.

7. I’m Guessing You Haven’t Got Around To

- This opener gracefully addresses follow-ups, allowing the other person to respond positively or commit to action without defensive excuses.
- Example: “I’m guessing you haven’t got around to looking over the documents yet?”



Conclusion

These conversational techniques are designed to enhance persuasion and create meaningful dialogue in various contexts, aiming for positivity and receptiveness in interactions.



Example

Key Point: The Power of Key Phrases

Example: One crucial takeaway from this chapter is how simple phrases can profoundly influence conversations. For instance, if you want to connect with someone about a potential opportunity, consider starting with, 'I'm not sure if it's for you, but I thought you might find this interesting...' Such an approach reduces pressure and opens the door for a more receptive discussion, making the other person feel comfortable to explore the topic further.



Critical Thinking

Key Point: The strategic use of conversational techniques can enhance persuasive communication.

Critical Interpretation: While Phil M. Jones proposes specific phrases to improve dialogue effectiveness, one must critically assess whether these techniques genuinely foster genuine communication or simply manipulate responses. The reliance on predetermined expressions could imply a lack of authenticity and understanding in interactions. This viewpoint aligns with research in communication studies emphasizing the importance of genuine dialogue over scripted exchanges (e.g., Grice's Maxims). Further, the ethical implications of using such persuasive methods raise questions about the intent behind communication.



Chapter 8 Summary : 8. Simple Swaps

Chapter 8 Summary: Exactly What to Say by Phil M. Jones

Opening Thoughts

In conversations, preparation is key. Phil M. Jones discusses the significance of precise wording in communication, emphasizing that the right choice of words can lead to better results in both personal and professional interactions.

1. I'm Not Sure If It's for You, But

To introduce ideas without fear of rejection, use the phrase "I'm not sure if it's for you, but..." This statement lowers the pressure on the listener and increases their curiosity, prompting them to engage with the concept presented.

2. Open-Minded

Most people consider themselves open-minded. To leverage



this perception, ask "How open-minded are you?" when presenting new ideas. This approach improves the likelihood of agreement and guides the conversation towards support for your proposition.

3. What Do You Know?

When facing someone certain in their opinions, shift the focus by questioning the basis of their knowledge with "What do you know about...?" This encourages reflection and can lead them to recognize gaps in their understanding, making them more receptive to your ideas.

4. How Would You Feel If?

The concept of motivation involves driving people toward action. Use the phrase "How would you feel if...?" to evoke emotional responses and create scenarios that highlight either potential gains or losses, encouraging decision-making.

5. Just Imagine

Enabling people to visualize success or opportunity with "Just imagine..." helps to cement their belief in the



possibility. By creating vivid imagery, you make it more likely they will embrace your ideas.

6. When Would Be a Good Time?

To address objections regarding time, ask "When would be a good time to...?" This question prompts the assumption that a suitable time exists, effectively keeping the conversation on track.

7. I'm Guessing You Haven't Got Around To

To follow up with someone you believe hasn't fulfilled a commitment, start with "I'm guessing you haven't got around to..." This phrasing creates an environment where they either acknowledge their failure and make a new commitment or affirm they have completed the task.

8. Simple Swaps

Making small adjustments to your language can significantly affect outcomes. Replace "Do you have any questions?" with "What questions do you have for me?" to maintain control. Similarly, ask "What's the best number to contact you at?"



instead of “Can I have your phone number?” to reduce resistance and encourage response.

Final Thoughts

The chapter illustrates how subtle changes in language can have a considerable impact on communication effectiveness. By being mindful of word choices, individuals can become more persuasive and influential in every aspect of their lives.



Critical Thinking

Key Point: The importance of word choice in communication effectiveness.

Critical Interpretation: Phil M. Jones emphasizes the critical role that precise language plays in influencing conversations and outcomes. However, one might argue that the effectiveness of language heavily depends on the context and individual differences. Research indicates that communication efficacy can also be significantly impacted by non-verbal cues, cultural background, and personal relationships (Burgoon et al., 2016). Thus, while Jones' strategies can be effective, they may not guarantee success across all interactions, suggesting that flexibility and adaptability in communication are equally essential.



Chapter 9 Summary : 9. You Have Three Options

Chapter 9 Summary: Exactly What to Say

Opening Words

The chapter emphasizes the importance of being prepared for conversations to gain an advantage in various situations. It introduces the concept of "Magic Words" that connect directly with the subconscious mind, leading to more effective communication and decision-making.

Key Concepts and Techniques

1.

I'm Not Sure If It's for You, But

- The phrase reduces pressure and increases curiosity by hinting at potential benefits, making it easier to introduce ideas without fear of rejection.



2.

Open-Minded

- Asking, “How open-minded are you?” positions the other person positively, making it difficult for them to reject the proposal since most people view themselves as open-minded.

3.

What Do You Know?

- This phrase encourages the other person to question their own knowledge, which can shift their certainty to doubt and open them up to new ideas.

4.

How Would You Feel If?

- Framing a scenario with this question evokes emotions and possibilities, helping others visualize outcomes that motivate them to act.

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Chapter 10 Summary : 10. Two Types of People

Section	Summary
Opening Words	Effective communication is key to business success; knowing what to say can inspire change and decision-making.
I'm Not Sure If It's for You, But	Introduce ideas softly to reduce pressure and spark curiosity, leading to better engagement.
Open-Minded	Use "How open-minded are you...?" to encourage receptiveness to new ideas.
What Do You Know?	Challenge opinions and promote doubt by asking, "What do you know about...?", allowing shifts in perspective without argument.
How Would You Feel If?	Create emotional scenarios with "How would you feel if...?" to motivate actions through emotional and logical reasoning.
Just Imagine	Start with "Just imagine" to help listeners visualize positive outcomes and drive decision-making.
When Would Be a Good Time?	Ask "When would be a good time to...?" to promote a sense of inevitability about scheduling.
I'm Guessing You Haven't Got Around To	Use this phrase to gently guide conversations on progress and set a tone for accountability.
Simple Swaps	Transform open-ended questions into controlled ones to maintain focus and anticipate outcomes.
You Have Three Options	Present choices with "As I see it, you have three options" to facilitate decision-making.
Two Types of People	Polarize opinions with "There are two types of people" to encourage self-identification and decision-making.
Final Thoughts	The chapter discusses communicative strategies that influence and guide individuals towards favorable decisions.

Summary of Chapter 10: Exactly What to Say by Phil M. Jones

Opening Words

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This chapter emphasizes the impact of effective communication on business success. Phil M. Jones reveals that the key to success often lies in knowing what to say to inspire change and decision-making.

1. I'm Not Sure If It's for You, But

Introduce ideas with a soft approach by saying, “I’m not sure if it’s for you, but...” This reduces pressure on the listener and sparks curiosity, leading to better engagement.

2. Open-Minded

Frame your suggestions with “How open-minded are you...?” to attract receptive responses. This phrase encourages individuals to embrace new ideas, as most people want to consider themselves open-minded.

3. What Do You Know?

Use the phrase “What do you know about...?” to challenge opinions and promote doubt, giving you a better chance to shift perspectives without entering into arguments.



4. How Would You Feel If?

Use “How would you feel if...?” to create emotional scenarios that highlight potential gains or losses, motivating people to take action based on both emotional and logical reasoning.

5. Just Imagine

Begin with “Just imagine” to evoke vivid imagery in the listener’s mind, facilitating their ability to visualize positive outcomes and driving their decisions toward desired actions.

6. When Would Be a Good Time?

Prompt a feeling of inevitability about scheduling by asking, “When would be a good time to...?” This approach helps circumvent excuses related to time constraints.

7. I’m Guessing You Haven’t Got Around To

Begin follow-up conversations with “I’m guessing you haven’t got around to...” to gently nudge the other person



into discussing progress, avoiding excuses by setting the tone for accountability.

8. Simple Swaps

Transform open-ended questions into more controlled ones, such as changing “Do you have any questions?” to “What questions do you have for me?” This method keeps the conversation focused and anticipates outcomes.

9. You Have Three Options

When helping others decide, present choices using “As I see it, you have three options.” This narrows focus, making it easier for them to select the desired choice that you’ve guided them toward.

10. Two Types of People

Utilize the phrase “There are two types of people” to polarize opinions and encourage decisions, prompting people to self-identify with one of the presented choices.

Final Thoughts



The chapter explores various communicative strategies that leverage language to influence and persuade, directing individuals towards favorable decisions and outcomes in their personal and professional lives.

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Critical Thinking

Key Point: The effectiveness of language in persuading decisions.

Critical Interpretation: Phil M. Jones argues that specific phrases can manipulate conversations to achieve desired outcomes, suggesting that communication is a powerful tool in influencing others. However, while his techniques may yield immediate results, one must also consider the long-term implications of such strategies. Relying solely on linguistic manipulation can foster insincerity and disengagement over time, raising ethical questions about the authenticity of interactions.

According to research from the Field of Communication studies, the impact of language on decision-making is nuanced and may not universally apply across diverse contexts (see Chapter 3 of 'The Art of Communicating' by Thich Nhat Hanh). Therefore, while Jones offers valuable insights, it is essential for readers to critically evaluate the ethical ramifications of employing such techniques in both personal and professional settings.



Chapter 11 Summary : 11. I Bet You're a Bit Like Me

Chapter 11 Summary: Key Techniques for Influencing Decisions

Introduction

The chapter emphasizes the importance of effective communication in achieving desired outcomes, particularly in sales. It explores the concept of "Magic Words"—phrases designed to influence a person's subconscious mind, making it easier to initiate conversations and persuade others.

1. I'm Not Sure If It's for You

Opening with "I'm not sure if it's for you, but..." reduces pressure and piques curiosity, leading to increased engagement. When followed by "but," this statement effectively redirects focus to the proposed idea.



2. Open-Minded

Asking “How open-minded are you?” invites people to consider new ideas by appealing to their self-perception as open-minded individuals, increasing the likelihood of agreement.

3. What Do You Know?

Challenging someone’s knowledge with "What do you know about...?" encourages them to reassess their opinions, creating doubt and enhancing receptiveness to new ideas.

4. How Would You Feel If?

Framing a scenario with "How would you feel if...?" evokes emotions related to potential outcomes, motivating individuals by contrasting gains and losses.

5. Just Imagine

Using "Just imagine..." helps people visualize potential futures, making it easier for them to believe in the feasibility of an idea or proposal.



6. When Would Be a Good Time?

This phrase facilitates scheduling by suggesting that an appropriate time will exist, avoiding objections related to time constraints.

7. I'm Guessing You Haven't Got Around To

This phrase opens discussions about previous commitments while allowing the person to save face, prompting them to address any delays in decision-making.

8. Simple Swaps

Rephrasing questions can drastically change responses. For example, changing "Do you have any questions?" to "What questions do you have for me?" encourages engagement instead of evasion.

9. You Have Three Options

Presenting choices using "As I see it, you have three options" simplifies decision-making, guiding the other person toward



your preferred option by framing it as the easiest or most appealing choice.

10. Two Types of People

Introducing a choice between "two types of people" stimulates quick, instinctive responses and helps frame the decision in a way that favors your desired outcome.

11. I Bet You're a Bit Like Me

Using the phrase "I bet you're a bit like me" facilitates agreement and removes common objections by creating commonality, making it more challenging for the other person to express dissent.

Conclusion

The chapter encapsulates how minor changes in word choice can significantly impact communication effectiveness. By applying these techniques, readers can enhance their ability to persuade and influence others in various professional and personal contexts.



Chapter 12 Summary : 12. If... Then

Chapter 12 Summary: Exactly What to Say by Phil M. Jones

Opening Words

The author explores the reasons individuals seek change and success in sales and interpersonal communication, maintaining that successful people excel by knowing exactly what to say. The subconscious brain plays a critical role in decision-making, and through the use of "Magic Words," subtle changes in language can significantly influence conversations and outcomes.

1. I'm Not Sure If It's for You, But

This phrase makes introductions feel low-pressure, boosting curiosity and engagement. It structures conversations to minimize rejection, encouraging others to lean in for more information.



2. Open-Minded

Starting conversations with “How open-minded are you?” will engage others positively, promoting an inclination to explore new ideas while reinforcing their self-image as open-minded individuals.

3. What Do You Know?

The phrase “What do you know about...?” can shift a conversation from debate to a sharing of knowledge, subtly challenging others' strengths and encouraging them to reconsider their positions.

4. How Would You Feel If?

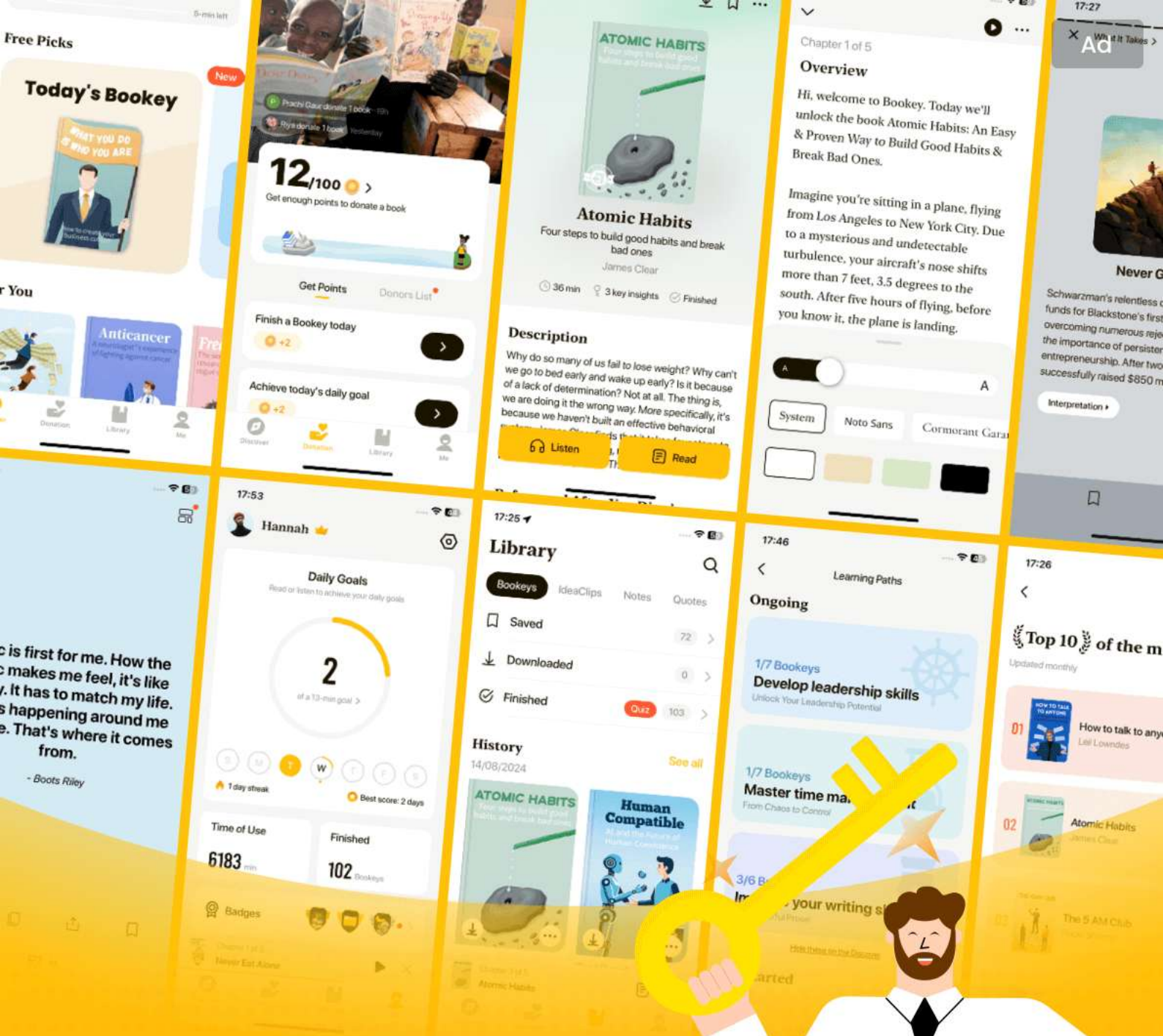
Using “How would you feel if...?” allows individuals to envision potential outcomes, helping them connect

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Chapter 13 Summary : 13. Don't Worry

Chapter 13 Summary: Exactly What to Say

Introduction

The author emphasizes the power of words and how specific phrases can influence conversations and outcomes.

Successful individuals have a knack for saying the right things at the right moments, which can lead to better results in personal and business interactions.

Magic Words

Magic Words are phrases that tap into the subconscious, encouraging decisiveness without overthinking. These words can help to navigate conversations with ease, making outcomes more favorable.

Key Phrases and Techniques

1. I'm Not Sure If It's for You, But



This phrase alleviates pressure and piques curiosity, inviting engagement without fear of rejection.

2. How Open-Minded Are You?

Starting conversations with this question encourages receptiveness and openness to new ideas.

3. What Do You Know?

This preface helps shift the discussion from argumentation to exploration, allowing for a constructive review of opinions.

4. How Would You Feel If?

Creating emotional scenarios encourages individuals to visualize potential outcomes, motivating decision-making.

5. Just Imagine

Encouraging visualization through storytelling helps influence perceptions and decisions.

6. When Would Be a Good Time?



This planning phrase assumes availability, pushing past objections related to time scarcity.

7. I'm Guessing You Haven't Got Around To

This statement allows the other person to save face while still prompting them towards action.

8. Simple Swaps

Adjusting questions from open-ended to closed invites more controlled responses, steering conversations effectively.

9. You Have Three Options

Presenting limited choices with one preferred option simplifies decision-making processes for others.

10. Two Types of People

Highlighting binary choices leads to immediate engagement and encourages selection aligned with desired outcomes.



11. I Bet You're a Bit Like Me

This approach builds rapport and encourages agreement, making it easier to gain buy-in for ideas.

12. If... Then

Conditional statements guide beliefs toward favorable actions and outcomes.

13. Don't Worry

These calming words alleviate anxiety, fostering a relaxed atmosphere for decision-making.

Final Thoughts

The techniques outlined involve simple wording changes that can significantly impact conversations. Readers are urged to apply these Magic Words to become more persuasive and confident in their interactions.



Chapter 14 Summary : 14. Most People

Summary of Chapter 14 from "Exactly What to Say" by Phil M. Jones

Opening Words

The chapter emphasizes the importance of effective communication in achieving personal success in sales and business interactions. It highlights how subtle changes in word choice can significantly influence outcomes in conversations.

Magic Words Overview

Magic Words are phrases that resonate with the subconscious mind, guiding decision-making without overanalysis. These words are effective in various scenarios, making conversations more impactful.

1. I'm Not Sure If It's For You, But



Starting a conversation with this phrase alleviates pressure and piques curiosity, encouraging the listener to engage.

2. Open-Minded

Asking “How open-minded are you?” helps attract people to ideas, as it prompts them to see themselves in a positive light regarding new opportunities.

3. What Do You Know?

This question shifts conversations from certainty to doubt, allowing you to challenge strong opinions without direct confrontation.

4. How Would You Feel If?

This phrase helps visualize future scenarios, motivating individuals by invoking emotions tied to potential outcomes—whether positive or negative.

5. Just Imagine

Using “Just imagine” prompts the listener to create mental



images related to positive outcomes, facilitating decision-making.

6. When Would Be a Good Time?

This phrase frames a conversation around scheduling, implying that there will indeed be time to consider an idea, thereby reducing objections.

7. I'm Guessing You Haven't Got Around To

This approach opens the conversation without inviting excuses, steering the dialogue toward accountability.

8. Simple Swaps

A small change in wording can control conversations better, such as asking “What questions do you have for me?” instead of “Do you have any questions?”

9. You Have Three Options

Presenting choices in threes simplifies decisions and positions your preferred option as the most favorable.



10. Two Types of People

This statement prompts individuals to identify with one of two categories, often leading them to align with the preferred choice you present.

11. I Bet You're a Bit Like Me

This phrase fosters agreement and rapport, paving the way for smoother conversations and reducing objections.

12. If... Then

Using conditional statements creates an expectation of outcomes, making it easier for listeners to believe in the benefits of a proposed action.

13. Don't Worry

This phrase helps alleviate anxiety, instilling a sense of control and confidence in uncertain situations.

14. Most People



Referencing what “most people” do instills confidence in decision-making, steering individuals towards actions that align with common behaviors.

By utilizing these Magic Words, one can enhance communication effectiveness, navigate conversations seamlessly, and drive desired outcomes.

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Chapter 15 Summary : 15. The Good News

Chapter 15 Summary: Exactly What to Say by Phil M. Jones

Opening Words

The author introduces the book's purpose, which is to improve communication skills for better personal success and business outcomes. He emphasizes the importance of knowing the right words to say and their impact on conversations.

Magic Words

Magic Words are designed to connect with the subconscious brain, leading to quicker, instinctive decisions. The author shares various phrases that can enhance conversation effectiveness and persuasion.



Key Techniques and Examples

1.

I'm Not Sure If It's for You, But

This phrase reduces pressure and increases curiosity in the listener, making them more receptive to new ideas.

2.

Open-Minded

Asking, “How open-minded are you?” encourages receptiveness and makes it difficult for others to reject proposals.

3.

What Do You Know?

This questions the basis of someone's opinion to shift certainty to doubt and foster receptiveness to new

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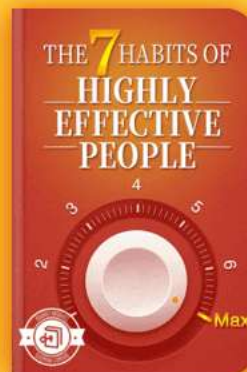
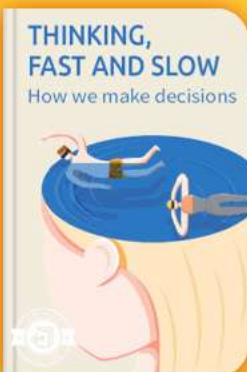


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Chapter 16 Summary : 16. What Happens Next

Chapter 16 Summary: Conversation Magic Words

Introduction

This chapter explores effective phrases referred to as "Magic Words," designed to enhance communication and influence decision-making. These words cater to the subconscious mind, which prefers simple, decisive inputs. By leveraging specific phrases, individuals can navigate conversations more effectively and achieve desired outcomes.

1. I'm Not Sure If It's for You, But

Starting conversations with this phrase reduces pressure and increases curiosity, encouraging engagement without fear of rejection.

2. Open-Minded



Using "How open-minded are you?" prompts individuals to feel positively about considering new ideas, making them more receptive to suggestions.

3. What Do You Know?

This phrase shifts the conversation's focus from debate to exploration, allowing for more productive discussions without confrontation.

4. How Would You Feel If?

Creating conditional scenarios evokes emotional responses that can guide decisions, contrasting potential losses or gains effectively.

5. Just Imagine

Starting sentences with "Just imagine" facilitates visualization, helping others see the benefits of an idea, which increases their willingness to accept it.

6. When Would Be a Good Time?



This question implies a future commitment, steering the conversation towards scheduling and next steps, rather than giving room for rejection.

7. I'm Guessing You Haven't Got Around To

This preface helps maintain control in follow-up conversations, encouraging accountability while making others feel comfortable.

8. Simple Swaps

Minor word changes in questions can transform the conversation, ensuring responses lead towards desired outcomes.

9. You Have Three Options

Presenting choices as a set of three helps narrow down decision-making, making it easier for the other person to choose the preferred outcome.

10. Two Types of People



This phrase creates a dichotomy that compels people to align with one of the options, increasing the likelihood of agreement with favorable outcomes.

11. I Bet You're a Bit Like Me

Using this phrase allows individuals to find common ground, making them more likely to agree with suggestions and reducing objections.

12. If... Then

Conditional statements establish expectations, making people more receptive to the outcomes presented.

13. Don't Worry

Offering reassurance with this phrase calms nerves and reduces stress, making discussions more productive and positive.

14. Most People



Utilizing the idea of "most people" can alleviate indecision by instilling confidence in group behavior, guiding others towards a choice.

15. The Good News

Prefacing statements with, "The good news is..." reframes negative situations positively, promoting optimism and encouraging forward movement.

16. What Happens Next

Clarifying next steps in a conversation prevents indecision, guiding the prospect toward actionable outcomes efficiently.

Conclusion

Implementing these Magic Words can significantly enhance communication, foster decision-making, and improve overall outcomes in both personal and professional interactions. Readers are encouraged to practice these phrases for greater confidence and success in conversations.



Chapter 17 Summary : 17. What Makes You Say That?

Chapter 17 Summary: Exactly What to Say by Phil M. Jones

Box of Tricks Overview

In Chapter 17, Phil M. Jones explores various "Magic Words," which are phrases designed to enhance communication and persuasion. These words address the importance of preparation in conversations and propose that subtle shifts in language can lead to significantly improved outcomes.

Key Concepts

1.

Fear of Rejection

- People often hesitate to present ideas out of fear of



rejection. The phrase "I'm not sure if it's for you, but..." provides a rejection-free approach, sparking curiosity and reducing pressure on the listener.

2.

Open-Mindedness

- Using "How open-minded are you?" positions the listener to feel inclined to agree and explore new ideas without resistance.

3.

Challenging Certainty

- To diffuse debates, ask "What do you know about...?" This encourages the other person to reconsider their opinion based on the knowledge they have, creating a space for openness.

4.

Motivation through Emotion

- Understanding motivations allows for effective persuasion. Phrasing scenarios with "How would you feel if...?" can evoke emotional responses that facilitate decision-making.

5.



Visualization

- "Just imagine" prompts audiences to visualize possibilities, helping them to connect emotionally with proposed ideas.

6.

Scheduling Discussions

- Asking "When would be a good time to...?" assumes a future conversation will occur, reducing the likelihood of excuses regarding availability.

7.

Gentle Follow-Ups

- Start inquiries with "I'm guessing you haven't..." which allows the other person to save face while nudging them toward accountability.

8.

Control Through Language

- Changing open-ended questions to closed, definitive statements (e.g., "What questions do you have for me?") steers conversations towards desired outcomes.

9.



Offering Choices

- Present options using "As I see it, you have three options," making it easier for someone to commit rather than feel overwhelmed by choices.

10.

Direct Comparison

- Presenting concepts with "There are two types of people..." triggers immediate reflection in the listener about their own stance.

11.

Agreement Building

- "I bet you're a bit like me" invites agreement and positions the speaker favorably by highlighting common values.

12.

Conditional Thinking

- Using "If... then" statements can create compelling scenarios that make decisions feel more concrete and actionable.

13.



Reassurance

- "Don't worry" instantly lowers tension and can help alleviate anxiety about decisions.

14.

Social Proof

- The phrase "Most people..." leverages the appeal of conformity and supports the argument by showing that others have made similar decisions.

15.

Positive Spin

- Phrasing things with "The good news is..." helps shift the conversation from negative to positive.

16.

Next Steps

- Clarifying "What happens next is..." guides the conversation towards closure and actionable steps.

17.

Understanding Objections

- Questions like "What makes you say that?" help to regain



control in discussions when objections arise. They invite deeper conversation rather than confrontation.

Conclusion

Chapter 17 emphasizes that mastering the art of communication through precise language can lead to greater influence and success in conversations across various contexts. Readers are encouraged to practice these phrases to enhance their persuasive skills and effectiveness in decision-making processes.



Chapter 18 Summary : 18. Before You Make Your Mind Up

Chapter 18 Summary: Key Conversation Techniques

Opening Words

People often seek to improve their persuasive skills whether in sales, business, or everyday interactions. This chapter emphasizes the importance of using specific language—termed "Magic Words"—to influence decision-making and achieve desired outcomes in conversations. By tapping into the subconscious, these words help navigate objections and encourage open-mindedness.

1. I'm Not Sure If It's for You, But

This phrase lowers pressure by suggesting that the listener might not be interested, increasing curiosity. The use of "but" shifts focus toward the suggested idea.



2. Open-Minded

Starting a discussion with “How open-minded are you?” encourages engagement and positive reception of new ideas.

3. What Do You Know?

By asking about the knowledge behind someone's opinion, you can create doubt and lead them to reconsider their stance.

4. How Would You Feel If?

This technique prompts listeners to visualize outcomes and associated emotions, making them more likely to consider change.

5. Just Imagine

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Chapter 19 Summary : 19. If I Can, Will You?

Chapter 19 Summary

Overview

The essence of effective communication is to prepare your words in advance to improve your conversational outcomes. The text outlines various "Magic Words" designed to influence decisions and foster engagement during discussions, more effectively ensuring the attainment of desired results.

Key Concepts of Magic Words

1.

Subconscious Influence

: Magic Words target the subconscious brain, bypassing overanalysis and leading others to decisive actions.

2.



Strategic Questions

: Phrasing questions strategically (e.g., “How open-minded are you?”) necessitates engagement and promotes receptiveness to ideas.

3.

Promotion of Positivity

: Using phrases like “The good news is...” can shift negative energy into positive momentum in conversations.

Practical Applications

-

Opening with Curiosity

: Introduce ideas using phrases like, “I’m not sure if it’s for you, but...” to spark interest without pressure of rejection.

-

Creating Scenarios

: Use “How would you feel if...” or “Just imagine...” to evoke emotional responses that can influence decision-making.

-

Fostering Decision-Making

: Phrases like “As I see it, you have three options...” help simplify choices, nudging the other person toward a preferred outcome.



Mastering Objections and Decisions

-

Control the Conversation

: Retain control by asking questions in response to objections, such as “What makes you say that?” to understand their perspective better.

-

Facilitate Commitment

: Lead into commitment discussions by stating, “What happens next is...” ensuring clarity on the subsequent steps.

-

Conditional Agreements

: Employ “If I can..., then will you...?” to bypass external objections and streamline negotiations effectively.

Conclusion

The art of conversation is rooted in understanding psychological triggers and employing language to foster connection, clarity, and resolve in decision-making processes. Emphasizing comfort, control, and curiosity in communication can significantly elevate personal and



professional interactions.

By keeping the outlined principles in mind, individuals can enhance their persuasive abilities, leading to greater influence and success in various aspects of life.

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Chapter 20 Summary : 20. Enough

Summary of Chapter 20 - Exactly What to Say by Phil M. Jones

Overview

Chapter 20 emphasizes the power of language in sales and personal interactions. Phil M. Jones provides actionable phrases, or "Magic Words," that influence conversations, enhance persuasion, and lead to desired outcomes.

Key Concepts and Phrases:

1.

Mind Preparation

- The importance of being prepared with the right words before engaging in conversation to avoid underperformance.

2.

The Winning Edge



- Understanding that slight advantages can make a significant difference in outcomes, particularly in sales.

3.

Magic Words

- Phrases that directly communicate with the subconscious mind to drive decisions more effectively.

4.

Key Techniques:

-

"I'm Not Sure If It's for You, But..."

- Creates curiosity without pressure, making it easier to engage.

-

"How Open-Minded Are You?"

- Invokes open-mindedness, increasing chances of cooperation.

-

"What Do You Know?"

- Challenges certainty and encourages reflection on knowledge.

-

"How Would You Feel If...?"



- Invokes emotional responses, guiding decisions toward positive motivations.

-

"Just Imagine..."

- Encourages visualization of outcomes, making it easier to decide.

-

"When Would Be a Good Time?"

- Assumes a positive frame for future engagement.

-

"I'm Guessing You Haven't Got Around To..."

- Saves face and prompts action.

-

"You Have Three Options..."

- Simplifies decision-making by clearly presenting choices.

-

"Most People..."

- Provides social proof, encouraging similar behavior.

-

"The Good News Is..."

- Spins negatives into positives, shifting mindset.

-

"What Happens Next Is..."

- Directs conversations toward clear next steps.



-

"What Makes You Say That?"

- Regains control by questioning objections.

-

"If I Can, Will You?"

- Overcomes barriers by offering conditional agreements.

-

"Would [number] be Enough for You?"

- Influences decision-making towards higher quantities.

Conclusion

Phil M. Jones effectively illustrates how carefully chosen words can shift conversations and decision-making processes. By employing these phrases, individuals can enhance their persuasive abilities, making their communication more impactful in both personal and professional contexts.



Chapter 21 Summary : 21. Just One More Thing

Chapter 21 Summary: Exactly What to Say

Opening Words

The author highlights the significance of effective communication in achieving personal and business success. Those who excel know how to utilize specific "Magic Words" that influence decision-making subconsciously. These words create an advantage in conversations, leading to better outcomes.

Key Concepts of Magic Words

1.

Rejection-Free Introductions

: Use "I'm not sure if it's for you, but..." to pique curiosity and lower pressure during conversations.

2.



Open-Mindedness

: Asking "How open-minded are you?" creates an inviting atmosphere for new ideas, promoting productive discussions.

3.

Changing Certainty to Doubt

: By questioning the knowledge behind firm opinions with "What do you know?", you can shift the conversation dynamic favorably.

4.

Emotional Engagement

: Using "How would you feel if...?" elicits emotions tied to potential outcomes, influencing decisions.

5.

Visioning Future Outcomes

: "Just imagine..." prompts visualization of positive scenarios, driving motivation and commitment.

6.

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Beautiful App



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Chapter 22 Summary : 22. A Favor

Chapter 22 Summary:

Just One More Thing

In sales training, upselling is common, but downselling—securing a lesser objective when the primary goal fails—can be just as important. Phil M. Jones illustrates this with the phrase "Just one more thing," inspired by the TV detective Columbo. This phrase can keep conversations alive and help avoid leaving without any commitment. Instead of failing to get a deal, you can propose simpler options like sampling a product or making a small order at the end of a conversation. This approach opens the door for easier decisions and helps cultivate relationships.

A Favor

Success often relies on the support of others. Asking for a favor can lead to agreement even before the details are shared. Timing is crucial; the best moment is when a person



expresses gratitude, indicating they feel indebted. Use phrases like, “Could you do me a small favor?” This prompts them to agree easily. Following up with specific, reasonable requests can lead to meaningful connections and potential referrals. For example, after a customer thanks you, you can ask who they know that would benefit from your service. This method not only builds rapport but can generate qualified leads for future business.

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Chapter 23 Summary : 23. Just Out of Curiosity

Chapter 23 Summary: Exactly What to Say

Opening Words

The author emphasizes the importance of effective communication in achieving personal success and influencing others. The key takeaway is that successful individuals understand the power of language and how subtle changes in word choice can lead to significantly different outcomes.

Magic Words

Magic Words are phrases that appeal directly to the subconscious, promoting decision-making without requiring overthinking. These words can enhance conversational effectiveness, persuasion, and influence in both personal and professional settings.



1. I'm Not Sure If It's for You, But

This phrase creates a rejection-free environment for introducing ideas, prompting curiosity and consideration from the listener.

2. Open-Minded

Initiating conversations with “How open-minded are you?” encourages receptiveness, allowing individuals to feel compelled to explore new possibilities.

3. What Do You Know?

Challenging others' opinions can be done effectively by questioning the underlying knowledge they have, creating doubt and opening them up to new perspectives.

4. How Would You Feel If?

Utilizing this phrase allows individuals to visualize outcomes, emphasizing emotional stakes that can motivate action.



5. Just Imagine

Encouraging others to envision potential situations helps solidify their beliefs and drive decision-making.

6. When Would Be a Good Time?

Prefacing questions with this phrase indicates an expectation that time will be found for further discussion, steering clear of objections related to timing.

7. I'm Guessing You Haven't Got Around To

This phrase gently calls out any inaction without pressuring the listener, encouraging a conversational shift toward accountability.

8. Simple Swaps

Small adjustments in phrasing, such as changing open-ended questions to closed ones, can significantly control the direction of conversations and decisions.



9. You Have Three Options

Presenting choices framed in this manner simplifies decision-making and allows the speaker to influence the preferred option.

10. Two Types of People

This phrase compels listeners to identify with one of two choices, guiding them toward preferred behaviors or attitudes.

11. I Bet You're a Bit Like Me

Framing statements to share commonalities encourages agreement and diminishes objections to proposals.

12. If... Then

Creating conditional statements can motivate individuals to act based on perceived consequences or outcomes.

13. Don't Worry



Using calming language dissipates tension and helps others feel more at ease during challenging conversations.

14. Most People

Referencing common behavior can guide decision-making, as people often wish to align their choices with the majority.

15. The Good News

Starting sentences with this phrase spins discussions positively, reframing concepts that may initially appear negative.

16. What Happens Next

Clarifying next steps in conversations encourages commitment and provides a pathway to closing deals effectively.

17. What Makes You Say That?

This phrase transforms objections into opportunities for understanding, allowing further exploration of the listener's



concerns.

18. Before You Make Your Mind Up

Introducing this phrase allows for continued dialogue, helping others reconsider their initial resistances.

19. If I Can, Will You?

This structure enables negotiation by addressing objections directly while keeping control over the conversation.

20. Enough

Framing questions about quantity with this word encourages higher decisions, making it easier for customers to commit to larger orders.

21. Just One More Thing

Mirroring Columbo's technique serves as a closing tactic that can help secure additional commitments or opportunities.

22. A Favor



This phrase opens doors for requests without making the recipient feel pressured, leading to increased compliance.

23. Just Out of Curiosity

This phrase encourages honesty about hesitations, facilitating transparency in discussions and allowing for productive problem-solving.

This chapter encapsulates strategies for effectively using language to enhance influence and decision-making in various situations. Readers are encouraged to apply these techniques to improve personal and professional interactions.



Chapter 24 Summary : Final Thought

Final Thought

With the right words at the right time, significant success can be achieved when sharing knowledge. It's common to fear not having all the answers about products and the industry, but this shouldn't hinder your approach.

Learning from Experience

An example of this is Roger, a highly successful salesperson in telecommunications, who learned that explaining complex technology often resulted in customer confusion. Instead of providing in-depth knowledge, he shifted to simple, positive responses like “It works great,” which resonated better with his customers.

The Power of Simplicity

This approach encourages you to respond positively and effortlessly. When customers inquire about your product or results, concise affirmations like “Good ones” can impress



them and instigate positive decisions.

Embrace the Technique

Everything learned from this book is effective but requires practice. It may not work for everyone every time, so persistence is key. Integrate it into your daily conversations, and the cumulative effect of these small, strategic changes can transform your interactions, enhancing both your ambition and communication skills.

Conclusion

Success is a journey dependent on your dedication to making every conversation count. Embrace this journey and the potential it holds for your professional growth.





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The Concept



This book donation activity is rolling out together with Books For Africa. We release this project because we share the same belief as BFA: For many children in Africa, the gift of books truly is a gift of hope.

The Rule



Earn 100 points



Redeem a book



Donate to Africa

Your learning not only brings knowledge but also allows you to earn points for charitable causes! For every 100 points you earn, a book will be donated to Africa.

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Best Quotes from Exactly What to Say by Phil M. Jones with Page Numbers

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Chapter 1 | Quotes From Pages 6-14

- 1.The worst time to think about the thing you are going to say is in the moment you are saying it.
- 2.These successful people, I have learned, have one thing in common: they know exactly what to say, how to say it and how to make it count.
- 3.Magic Words are sets of words that talk straight to the subconscious brain.
- 4.Everything I share may sound simple, but simple does not necessarily mean easy.
- 5.I'm not sure if it's for you, but...

Chapter 2 | Quotes From Pages 15-26

- 1.The worst time to think of the best thing to say is always when you're actually saying it!
- 2.Everything you do either enhances or detracts from your ability to close the sale. No detail, however minute, is

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neutral.

3.Magic Words are sets of words that talk straight to the subconscious brain.

4.How open-minded are you?

Chapter 3 | Quotes From Pages 27-38

1....the people who bought it actually went on to read it, use what they learned and get great results from employing simple changes in their word choices.

2.The subconscious brain is a powerful tool in decision-making because it is preprogrammed through our conditioning to make decisions without overanalyzing them.

3.When introducing a brand-new idea to a stranger, friend, prospect or team member, using the words, 'How open-minded are you?' and following up that sentence with a scenario you want them to opt into allows you to naturally attract people toward the very thing that you are looking for their support with.



4. The best way to overcome the 'I know best' mentality of many people is to question the knowledge on which the other person's opinion was founded.
5. This rejection-free approach creates a simple outcome. One of two things happens: your listener leans in and asks for more information because they are personally interested, or, in the very, very worst-case scenario, they say they will give it some thought.





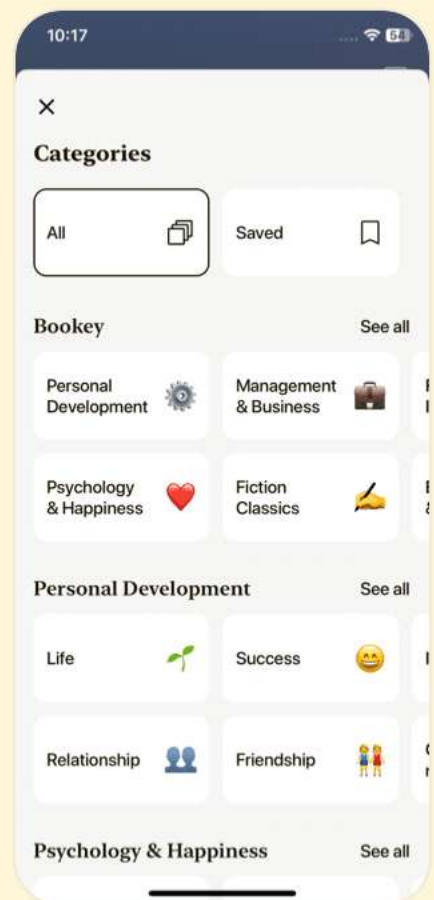
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Chapter 4 | Quotes From Pages 39-53

1. The best way to overcome the “I know best” mentality of many people is to question the knowledge on which the other person’s opinion was founded.
2. The real world tells us that people will work far harder to avoid a potential loss than they will to achieve a potential gain.
3. When introducing a new idea, start with, “How open-minded are you?” This will naturally attract people toward the very thing that you’d like them to support.
4. Creating these conditional future scenarios using the words, “How would you feel if...?” gets people excited about their future and gives them a reason to move either toward the good news or away from the bad news.

Chapter 5 | Quotes From Pages 54-71

1. The worst time to think about the thing you are going to say is in the moment you are saying it.
2. Magic Words are sets of words that talk straight to the



subconscious brain.

3. How open-minded are you about trying this as an alternative?
4. The real world tells us that people will work far harder to avoid a potential loss than they will to achieve a potential gain.
5. Just imagine how things will be in six months' time once you have implemented this.

Chapter 6 | Quotes From Pages 72-91

1. The worst time to think about the thing you are going to say is in the moment you are saying it.
2. Using words that talk straight to the part of the brain that is free from maybes and responds on reflex gives you a fair advantage in conversation.
3. Just imagine how things will be in six months' time once you have implemented this.
4. When would be a good time to take a proper look at this?
5. How open-minded are you about giving this a chance?
6. How would you feel if your competition passed you?





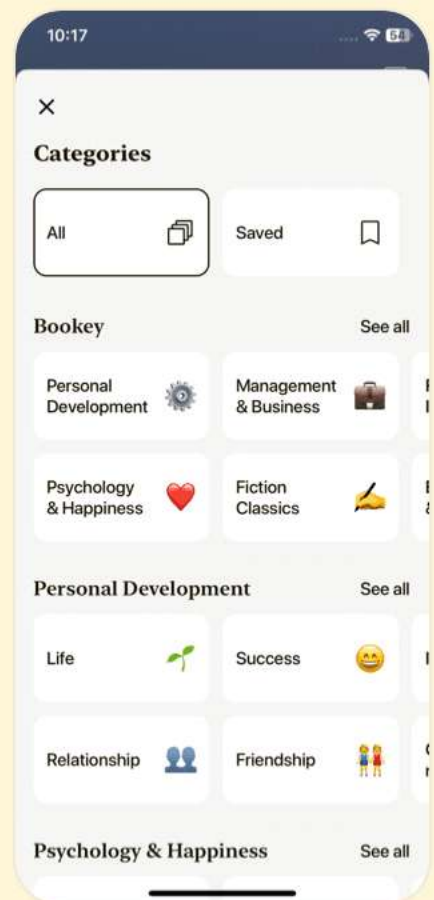
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Chapter 7 | Quotes From Pages 92-113

1. The worst time to think about the thing you are going to say is in the moment you are saying it.
2. What's more, it fires an internal driver that tells them a decision needs to be made, and the soft approach ensures this decision feels unpressured and internal.
3. The real world tells us that people will work far harder to avoid a potential loss than they will to achieve a potential gain.
4. Creating pictures in the minds of others is done by telling stories.
5. 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.
6. I'm guessing you haven't got around to making a decision yet?

Chapter 8 | Quotes From Pages 114-137

1. The worst time to think about the thing you are going to say is in the moment you are saying it.



- 2.The subconscious brain is a powerful tool in decision-making because it is preprogrammed through our conditioning to make decisions without overanalyzing them.
- 3.Creating pictures in the minds of others is done by telling stories.
- 4.By pushing for the negative scenario, you get people to rise to the positive or to tell you how they are going to fix the thing they said they were going to do.
- 5.Changing a couple of words can make all the difference in the results you get from your conversations.

Chapter 9 | Quotes From Pages 138-163

- 1.The worst time to think about the thing you are going to say is in the moment you are saying it.
- 2.You might want to look at this.
- 3.How open-minded are you about trying this as an alternative?
- 4.What do you know about us, our business and the way we do things differently?



- 5.How would you feel if this decision led to your promotion?
- 6.Just imagine how things will be in six months' time once you have implemented this.
- 7.When would be a good time for you to take a proper look at this?
- 8.I'm guessing you haven't got around to looking over the documents yet?
- 9.Changing a couple of words can make all the difference in the results you get from your conversations.
- 10.As I see it, you have three options.





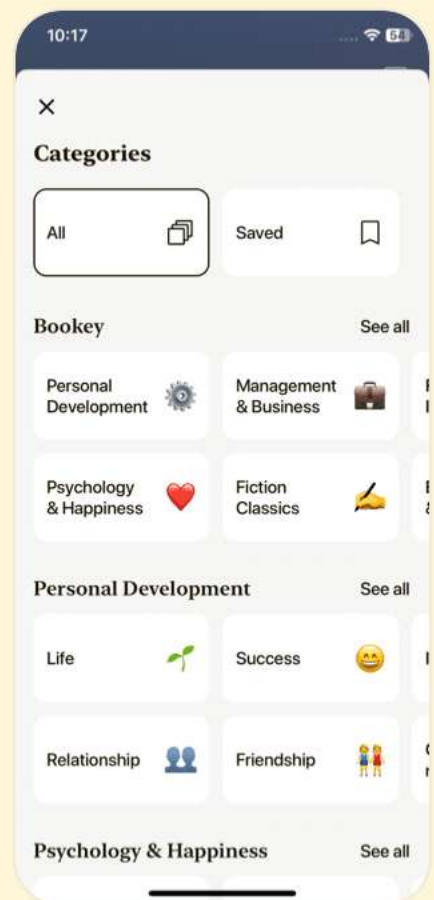
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Chapter 10 | Quotes From Pages 164-191

1. I'm not sure if it's for you, but...
2. How open-minded are you?
3. What do you know about...?
4. How would you feel if...?
5. Just imagine...
6. When would be a good time...?
7. I'm guessing you haven't got around to...
8. What questions do you have for me?
9. As I see it, you have three options...
10. There are two types of people in this world...

Chapter 11 | Quotes From Pages 192-221

1. You have three options.
2. I'm not sure if it's for you, but...
3. How open-minded are you?
4. What do you know about...?
5. Just imagine...
6. When would be a good time to...?
7. I bet you're a bit like me...



8.How would you feel if...?

9.There are two types of people in this world...

10.Changing a couple of words can make all the difference in the results you get from your conversations.

Chapter 12 | Quotes From Pages 222-252

1.I bet you're a bit like me.

2.How would you feel if...?

3.When would be a good time to...?

4.If you decide to give this a try, then I promise you won't be disappointed.

5.Just imagine.





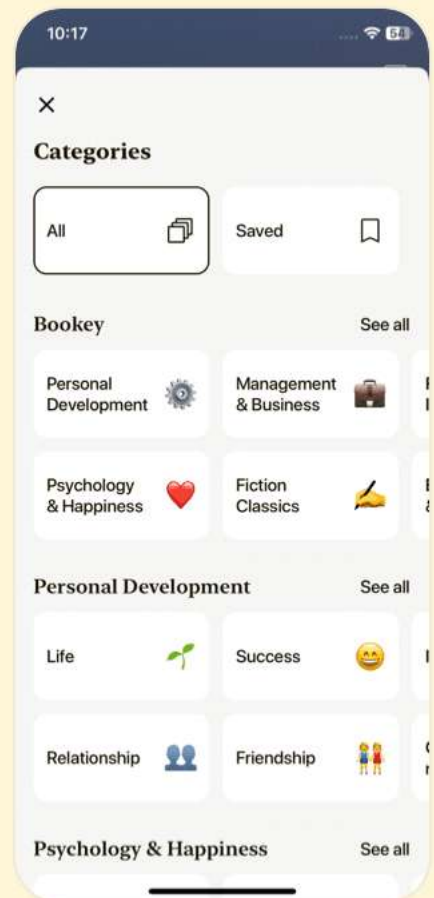
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Chapter 13 | Quotes From Pages 253-284

1. I'm not sure if it's for you, but...
2. How open-minded are you?
3. What do you know about...?
4. How would you feel if...?
5. Just imagine...
6. When would be a good time to...?
7. I'm guessing you haven't got around to...
8. What questions do you have for me?
9. As I see it, you have three options...
10. There are two types of people in this world...
11. I bet you're a bit like me...
12. If you decide to give this a try, then I promise you won't be disappointed.
13. Don't worry.

Chapter 14 | Quotes From Pages 285-319

1. Don't worry. You're bound to be nervous right now.
2. I'm not sure if it's for you, but...



- 3.How open-minded are you?
- 4.Just imagine how things will be in six months' time once you have implemented this.
- 5.When would be a good time for you to take a proper look at this?
- 6.Most people in your circumstances would grab this opportunity with both hands, knowing that there is almost no risk.
- 7.If you decide to give this a try, then I promise you won't be disappointed.
- 8.You have three options.

Chapter 15 | Quotes From Pages 320-356

- 1.I'm not sure if it's for you, but...
- 2.How open-minded are you?
- 3.What do you know about...?
- 4.How would you feel if...?
- 5.Just imagine...
- 6.When would be a good time...?
- 7.I'm guessing you haven't got around to...



8.What questions do you have for me?

9.Most people...

10.The good news is...

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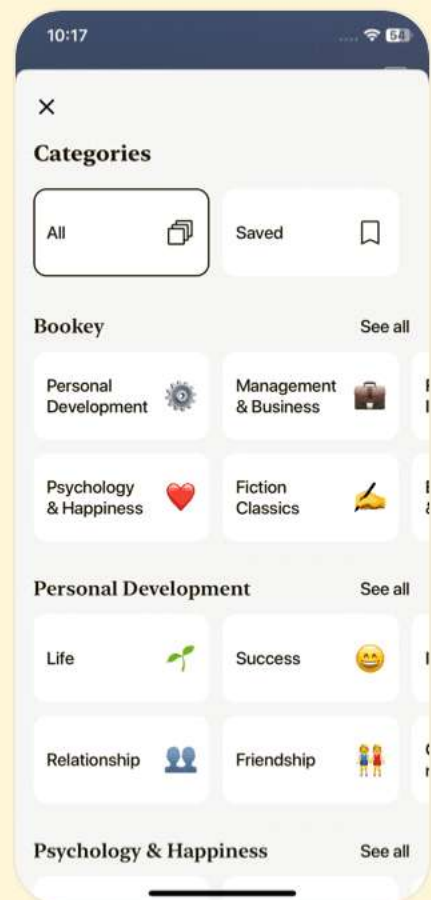
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Chapter 16 | Quotes From Pages 357-396

1. The good news is that we have dozens of people who were in exactly the same situation when they first started, and they have gone on to be successful and are here to support you, too.
2. What happens next is...
3. The real world tells us that people will work far harder to avoid a potential loss than they will to achieve a potential gain.
4. By prefacing things with, “The good news is...,” you cause people to face forward with optimism and zap any negative energy out of the conversation.
5. Changing a couple of words can make all the difference in the results you get from your conversations.

Chapter 17 | Quotes From Pages 397-439

1. The worst time to think about the thing you are going to say is in the moment you are saying it.
2. 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.’

3. How open-minded are you about increasing your monthly income?
4. The real world tells us that people will work far harder to avoid a potential loss than they will to achieve a potential gain.
5. Creating pictures in the minds of others is done by telling stories.
6. What happens next is that we are going to take a few moments, complete some of your personal details and get things set up for you.
7. What makes you say that?
8. The good news is...
9. Changing a couple of words can make all the difference in the results you get from your conversations.

Chapter 18 | Quotes From Pages 440-482

1. Just imagine the smiles on your kids' faces when you tell them you've booked a trip to Disneyland.
2. How open-minded would you be about trying this as an



alternative?

3.What happens next is...

4.Most people put the words 'most people' into their daily conversations, and most of those people see an immediate positive effect.

5.Before you make your mind up, let's make sure we've looked at all the facts.





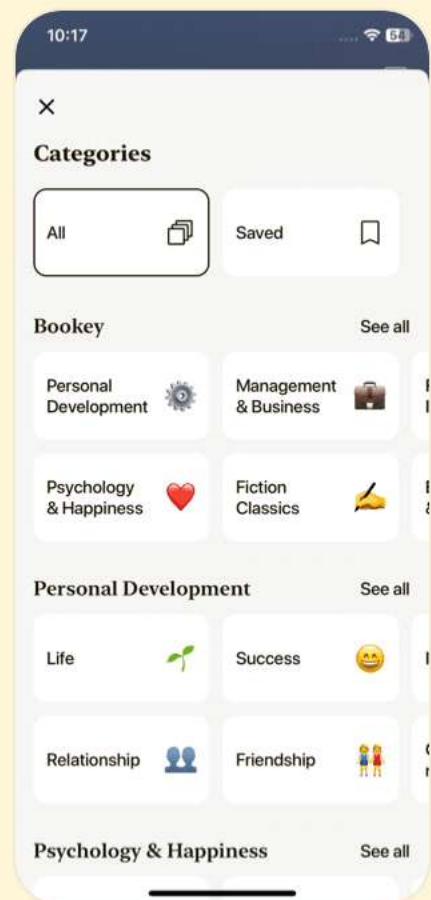
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Chapter 19 | Quotes From Pages 483-528

1. The worst time to think about the thing you are going to say is in the moment you are saying it.
2. Creating pictures in the minds of others is done by telling stories. When you hear 'Just imagine,' the brain pictures the very scenario you are creating.
3. Success in negotiating is all about maintaining control in a conversation, and the person in control is always the person who is asking the questions.
4. If you can make it feel right, the rest is easy.
5. The preface 'When would be a good time to...?' prompts the other person to assume that there will be a good time and that no is not an option.
6. By prefacing things with, 'The good news is..., ' you cause people to face forward with optimism and zap any negative energy out of the conversation.
7. What makes you say that?
8. Just imagine how things will be in six months' time once you have implemented this.



Chapter 20 | Quotes From Pages 529-579

1. The worst time to think of the best thing to say is always when you're actually saying it!
2. Everything you do either enhances or detracts from your ability to close the sale. No detail, however minute, is neutral.
3. People make decisions based on what feels right first. If you can make it feel right, the rest is easy.
4. Just imagine... when you hear these words, the brain pictures the very scenario you are creating.
5. What happens next is...
6. If... Then, I promise you won't be disappointed.
7. Don't worry. You're bound to be nervous right now.
8. Most people put the words 'most people' into their daily conversations, and most of those people see an immediate positive effect on their influence.
9. Would three bottles be enough for you?
10. Everything I share may sound simple, but simple does not necessarily mean easy.



Chapter 21 | Quotes From Pages 580-629

- 1.Magic Words are sets of words that talk straight to the subconscious brain.
- 2.Create a scenario using the preface ‘if’ and adding a second scenario with the preface ‘then’ means that people are highly likely to believe the outcome.
- 3.The minute somebody is indecisive, hold your posture, stay relaxed and give them the feeling that you have this under control.
- 4.The real world tells us that people will work far harder to avoid a potential loss than they will to achieve a potential gain.
- 5.When you tell people what most people would do, their subconscious brain says, ‘Aha, I’m most people, so perhaps that is what I should do too.’
- 6.Creating pictures in the minds of others is done by telling stories.
- 7.Jumping back to the scenario in the grocery store... ‘Would three bottles be enough for you?’



8. Just when the suspect was sure they had got away with things, Columbo would turn back to them and say, ‘Oh, just one more thing.’

9. Changing a couple of words can make all the difference in the results you get from your conversations.





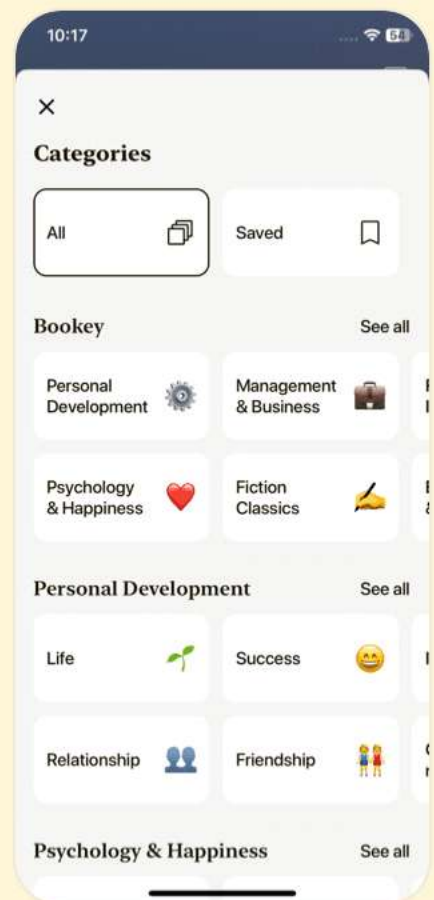
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Chapter 22 | Quotes From Pages 630-684

1. Throughout my studies of people, human relationships and business interactions, I have been amazed by how some people achieve dramatically different results than others with what seem to be the exact same ingredients.
2. This rejection-free approach creates a simple outcome. One of two things happens: your listener leans in and asks for more information because they are personally interested, or, in the very, very worst-case scenario, they say they will give it some thought.
3. Just imagine the smiles on your kids' faces when you tell them you've booked a trip to Disneyland.
4. Creating pictures in the minds of others is done by telling stories. When you hear "Just imagine," the brain pictures the very scenario you are creating.
5. Success in negotiating is all about maintaining control in a conversation, and the person in control is always the person who is asking the questions.



- 6.The moment you apply a label to something, it becomes almost impossible for the other person in the conversation to shed that label.
- 7.People say thank you when they feel they owe you something. This is the best time to ask for someone's help.
- 8.If you decide to give this a try, then I am certain you will see the results as early as the first day you try it.
- 9.You have the power in these situations to remove the barrier by responding with a powerful question that eliminates the other person's argument.
- 10.This simple question gains an almost certain agreeable response and gives you instant permission to continue with the rest of your request.

Chapter 23 | Quotes From Pages 685-742

- 1.I'm not sure if it's for you, but...
- 2.How open-minded are you?
- 3.What do you know about...?
- 4.How would you feel if...?
- 5.Just imagine...



6. When would be a good time to...?
7. I'm guessing you haven't got around to...
8. What questions do you have for me?
9. Most people...
10. The good news is...
11. What happens next is...
12. What makes you say that?
13. Before you make your mind up...
14. If I can, will you...?
15. Would three bottles be enough for you?
16. Just one more thing...
17. Could you do me a small favor?
18. Just out of curiosity...

Chapter 24 | Quotes From Pages 743-746

1. Give an answer that is simple, effortless, positive and uplifting, and watch how it stuns people into a positive decision.
2. Everything you have learned in this book is simple, is easy to do and, better still, works.



3. There is a chance that what you are doing now is working with some of the people some of the time, so please do not try this once and tell me it did not work.

4...the compound effect of those tiny improvements and subtle changes in language...could be just the tonic that takes your ambition, dedication and drive... from counting conversations to making conversations count.





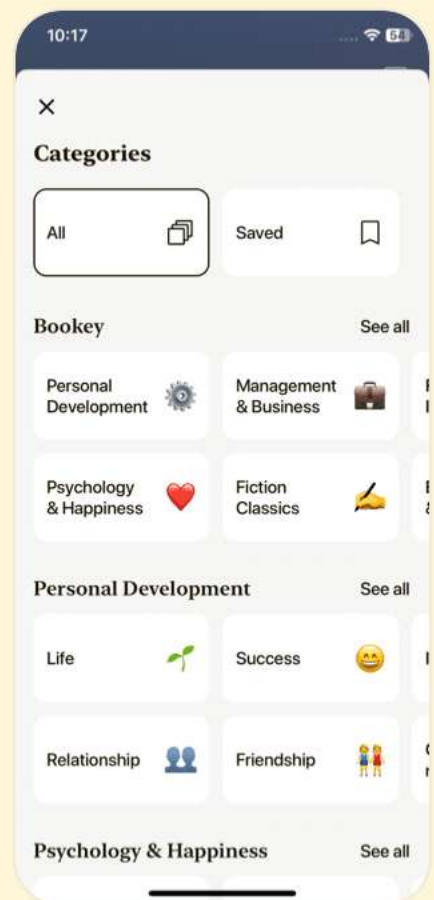
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Chapter 1 | 1. I'm Not Sure If It's for You, But| Q&A

1.Question

What is the main idea of the opening words in Phil M. Jones' book?

Answer:The opening words emphasize the importance of being prepared for conversations and how subtle changes in language can significantly impact outcomes.

2.Question

Why does the author believe some people succeed more than others despite having the same resources?

Answer:The author observes that successful individuals know exactly what to say, how to say it, and how to make their words count, which sets them apart.

3.Question

What are 'Magic Words' in the context of this book?

Answer:Magic Words are specific phrases that communicate

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directly with the subconscious mind, prompting immediate decisions and reducing overthinking.

4.Question

How can someone apply the concept of 'Magic Words' to their life?

Answer:By understanding the principles behind these words and practicing their use, individuals can become more persuasive and influential in various areas, including business and personal interactions.

5.Question

What is the significance of the phrase 'I'm not sure if it's for you, but...' in conversation?

Answer:This phrase reduces pressure on the listener, piques their curiosity, and strategically uses the word 'but' to make them more receptive to the information that follows.

6.Question

Can you provide an example of using 'I'm not sure if it's for you, but...' effectively in a conversation?

Answer:If you're introducing a new fitness program, you might say, 'I'm not sure if it's for you, but I just started a new



fitness program that has really changed my routine and I'm seeing great results.' This approach intrigues the listener to learn more.

7.Question

What should readers do as they progress through the book to maximize its benefit?

Answer: Readers are encouraged to keep a notebook handy, create their own examples of 'Magic Words', and actively try out the techniques discussed to build confidence and skill.

8.Question

How does using 'Magic Words' impact decision-making according to the text?

Answer: Using 'Magic Words' influences decision-making by triggering fast, subconscious responses, moving listeners away from indecision and towards action.

9.Question

What does the author mean by 'get comfortable being uncomfortable'?

Answer: This phrase encourages readers to embrace challenges and discomfort as part of the learning and growth



process when trying new communication strategies.

Chapter 2 | 2. Open-Minded| Q&A

1.Question

What is the significance of knowing what to say in conversations?

Answer:Knowing what to say is crucial because it can significantly influence the outcomes of any conversation. Words have power and using the right phrases can lead to successful engagements, whether in sales or personal interactions.

2.Question

How do subtle changes in wording affect communication?

Answer:Subtle changes in wording can create a 'winning edge' in conversations. For instance, opening with 'I'm not sure if it's for you, but...' shifts the pressure off the listener and stimulates curiosity, making them more engaged and open to listening.

3.Question

What should you keep in mind while reading this book?

Answer:Keep a notebook and pen handy to jot down your



thoughts and create personal examples as you read. This active engagement will help solidify the concepts and enhance your ability to apply them effectively.

4.Question

Why is the phrase 'How open-minded are you?' so effective?

Answer:Using 'How open-minded are you?' plays on the listener's self-perception, as most people want to see themselves as open-minded. It asks for their agreement in a way that makes it difficult for them to refuse, thus increasing the likelihood of a positive response.

5.Question

What role does the subconscious play in decision-making, according to Phil Jones?

Answer:The subconscious brain processes decisions based on conditioning and instinct, often responding without over-analysis. By using 'Magic Words' that resonate with the subconscious, one can influence decisions more effectively.

6.Question

How can Magic Words contribute to success in



conversations?

Answer: Magic Words communicate directly with the subconscious, which tends to provide clear 'yes' or 'no' answers. This helps in leading conversations in a particular direction without causing the hesitation that often arises from overthinking.

7.Question

What is the overall goal of 'Exactly What to Say'?

Answer: The goal of the book is to equip readers with phrases and insights that enhance their persuasive skills, enabling them to be more influential in both personal and business conversations.

8.Question

How does Phil Jones suggest we view rejection in sales?

Answer: Jones emphasizes that fear of rejection often hinders introducing ideas or products. By using a rejection-free approach, such as the phrase 'I'm not sure if it's for you, but...', one can present ideas without the burden of anticipated rejection.



9.Question

What might a successful outcome look like when using these techniques?

Answer:A successful outcome might be engaging the listener's interest, leading to further discussion or exploration of your proposal, and ultimately achieving a sale or agreement without feeling pushy.

Chapter 3 | 3. What Do You Know?| Q&A

1.Question

How do you encourage someone to be open-minded about an idea?

Answer:You can use the question, 'How open-minded are you?' followed by the idea you want to present. This approach makes it difficult for the other person to reject your idea, as they desire to see themselves as open-minded.

2.Question

What strategy can I use to control a conversation where someone thinks they know best?

Answer:Instead of directly challenging their opinion, ask



them, 'What do you know about...?' This question prompts them to reflect on the basis of their knowledge and can help them realize their opinion might be unfounded.

3.Question

How can I introduce my product or service without fear of rejection?

Answer:Start your statement with, 'I'm not sure if it's for you, but...' This approach creates a rejection-free context that piques interest and invites further inquiry.

4.Question

What role do 'magic words' play in conversation?

Answer:Magic words target the subconscious mind by triggering instincts without inducing over-analysis, making them effective in influencing decisions quickly.

5.Question

Why is it important to be open-minded when considering new ideas?

Answer:Being open-minded fosters receptivity to change and new opportunities, increasing the likelihood of positive outcomes in conversations and decision-making.



6.Question

What happens if I challenge someone's opinion directly?

Answer:Challenging someone directly can lead to defensiveness and argument. Instead, shift the focus to questioning the knowledge basis behind their opinion.

7.Question

What is a consequence of using the word 'but' in conversation?

Answer:The word 'but' negates everything that came before it, leading listeners to focus only on what follows, making it a powerful tool in conversational persuasion.

8.Question

How do simple changes in word choice affect outcome?

Answer:Subtle changes in wording can dramatically alter perceptions and responses, leading to more favorable outcomes in personal and business interactions.

9.Question

What is a recommended practice when reading this book?

Answer:Keep a notebook handy to jot down your own examples of the concepts and practice them to build



confidence and skill in application.

10.Question

What is the overall message of Chapter 3?

Answer:Chapter 3 emphasizes the importance of using strategic language in conversations to influence others effectively, manage discussions, and introduce new ideas.

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Chapter 4 | 4. How Would You Feel If?| Q&A

1.Question

What is the significance of using the phrase 'What do you know?' in conversations?

Answer: This phrase helps to question the foundation of someone's strong opinion, causing them to reflect on the validity of their arguments, and often leads them to realize their stance may lack sufficient evidence.

2.Question

How does asking 'How would you feel if...?' influence decision-making?

Answer: It prompts the other person to envision emotional scenarios, creating a clear contrast between positive and negative outcomes, which can motivate them to take action.

3.Question

What are the implications of saying 'I'm not sure if it's for you, but...' when introducing an idea?

Answer: This approach lowers the pressure for the listener, piques their curiosity, and increases the likelihood of them



being open to your suggestion.

4.Question

How can the phrase 'Would you be open-minded about...?' be effective in persuading someone?

Answer:It places the listener in a position where they feel inclined to consider your proposal favorably, as very few people want to be seen as closed-minded.

5.Question

In what way can understanding motivation enhance persuasive communication?

Answer:Recognizing that people are primarily motivated by the desire to avoid loss or gain can allow you to frame your conversations to align with those motivators, enhancing your ability to influence others.

6.Question

Why is it useful to create future scenarios in conversations?

Answer:It helps others visualize potential outcomes, thus making the discussion more engaging and relevant, which correlates with an increased likelihood of acceptance of your



ideas.

7.Question

What role do 'Magic Words' play in conversations?

Answer: Magic Words are specific phrases designed to connect with the subconscious mind, influencing decisions in a positive manner by making the listener feel understood and engaged.

8.Question

How does the subconscious mind affect decision-making according to Phil M. Jones?

Answer: The subconscious mind operates without overanalyzing situations, leading to quicker, more instinctual decisions, which can be positively influenced by using the right language.

9.Question

What is the importance of being comfortable with discomfort in communicating effectively?

Answer: Growth in persuasive skills often comes from stepping outside one's comfort zone; being willing to embrace discomfort can lead to greater confidence and



improved outcomes.

10.Question

How can questioning someone's knowledge help in a debate without causing conflict?

Answer:By questioning their knowledge gently, you can guide them to reassess their opinion without confrontation, making them potentially more receptive to new ideas.

Chapter 5 | 5. Just Imagine| Q&A

1.Question

What can you do to prepare for meaningful conversations?

Answer:The worst time to think about what you're going to say is in the moment you're saying it.

Preparation is key; familiarize yourself with the Magic Words that can guide your conversations.

2.Question

How can a simple question increase a conversation's potential?

Answer:Using phrases like 'How open-minded are you?' instantly boost the odds of agreement. People like to perceive



themselves as open-minded, creating a compelling invitation to explore new ideas.

3.Question

What is the significance of questioning someone's knowledge?

Answer: Asking 'What do you know...' encourages the other person to examine their beliefs. It shifts the conversation from a potential argument to a discussion of differing viewpoints, which can allow them to admit their opinion may be based on insufficient knowledge.

4.Question

How can 'How would you feel if...' influence decisions?

Answer: This phrase allows individuals to imagine emotional outcomes, effectively linking their choices to feelings, whether towards potential gains or away from losses, thus motivating them toward a decision.

5.Question

Why is visualization important in decision-making?

Answer: Decisions are often imagined before they are implemented. By saying 'Just imagine,' you allow others to



visualize themselves achieving their goals, which increases their likelihood of taking action toward those goals.

6.Question

How often should you prepare your language for conversations?

Answer:Make a habit of preparing specific phrases for various scenarios. Each interaction is an opportunity to practice your skills, making it easier and more effective over time.

7.Question

Why are Magic Words effective in communication?

Answer:Magic Words directly engage the subconscious, prompting quick, decisive action without overthinking. They bypass logical analysis, appealing to a deeper level of belief and action.

8.Question

What role does emotional engagement play in persuasion?

Answer:Decisions are primarily made based on emotions rather than logic. When you can evoke strong emotions



through well-phrased questions and scenarios, you're more likely to inspire action.

9.Question

What's the best way to handle debate in conversations?

Answer:Rather than entering an argument, redirect the discussion by questioning the basis of their opinions. This tactful approach helps avoid conflict and leads to constructive dialogue.

10.Question

How can creating vivid imagery impact receptiveness to ideas?

Answer:By prompting others to visualize success or positive scenarios, you make the idea more tangible and desirable, increasing the likelihood they will embrace it.

Chapter 6 | 6. When Would Be a Good Time?| Q&A

1.Question

What is the main takeaway about preparation in communication?

Answer:The most important takeaway is that you should never think about what to say in the moment



you're speaking. Preparation is key, as it allows you to respond effectively and with confidence when opportunities arise.

2.Question

How do successful people differ in their approach to conversations?

Answer:Successful people differentiate themselves by knowing exactly what to say and how to say it, which leads to dramatically different outcomes despite having the same products or resources as others.

3.Question

What are 'Magic Words' and why are they important?

Answer:'Magic Words' are specific phrases that directly impact the subconscious mind, allowing for more decisive and responsive conversations. They help navigate discussions effectively, increasing persuasion and influence.

4.Question

How can one effectively introduce an idea to someone who might be reluctant?

Answer:Using the phrase, 'I'm not sure if it's for you, but...'



creates intrigue and lowers pressure for the listener, making them more receptive to the idea.

5.Question

What is a beneficial way to gauge someone's interest in a new idea?

Answer:Ask, 'How open-minded are you?' This question encourages them to consider the idea more positively, as everyone wants to perceive themselves as open-minded.

6.Question

How can questioning someone's knowledge shift a debate in your favor?

Answer:By asking, 'What do you know about...?' you subtly challenge their certainty and encourage them to reflect on the basis of their opinions, often leading to them realizing their stance may be unfounded.

7.Question

What is the purpose of the phrase 'How would you feel if...?'

Answer:This phrase allows the other person to envision potential outcomes and their emotional responses, creating a



compelling reason for them to act toward avoiding loss or achieving gain.

8.Question

Why is visualization crucial in decision-making?

Answer:Decisions are first made in the mind hypothetically.

If a person cannot visualize themselves in a scenario, they are unlikely to pursue it. Engaging their imagination through statements like 'Just imagine...' is essential.

9.Question

How does the question 'When would be a good time?' help in conversations?

Answer:This phrasing preempts the 'I don't have time' objection by suggesting that there will indeed be a suitable time to discuss further, establishing a positive assumption in the listener's mind.

10.Question

How can one reinforce positive responses in follow-up conversations?

Answer:Instead of asking, 'What did you think about it?', which invites potential negativity, ask, 'So, what do you like



about it?' to focus on positive aspects and maintain control over the conversation.

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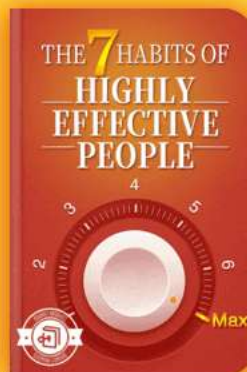
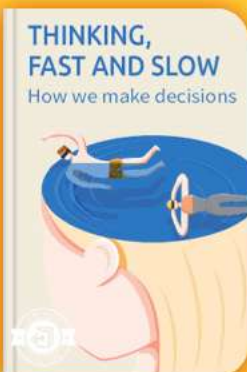


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Chapter 7 | 7. I'm Guessing You Haven't Got Around To| Q&A

1.Question

What is the key takeaway about the timing of your words in a conversation?

Answer:The worst time to think about what you're going to say is while you're saying it; preparation transforms outcomes.

2.Question

How can the phrase 'I'm not sure if it's for you, but...' change the dynamics of a conversation?

Answer:It alleviates pressure from the listener, sparking curiosity, and encourages them to lean in and engage.

3.Question

Why do people consider themselves open-minded, and how can you leverage this in conversations?

Answer:Most people like to see themselves as open-minded, which means asking, 'How open-minded are you?' can influence them to consider your ideas favorably.

4.Question



What strategy can you use to challenge someone's definitive opinions without sparking conflict?

Answer: Instead of arguing, ask 'What do you know about...?' to make them reassess their knowledge and possibly become more open to your perspective.

5.Question

How does understanding motivation help in persuading others?

Answer: Understanding that people are motivated by avoiding loss or acquiring gains allows you to frame options that resonate with their underlying desires.

6.Question

What is the importance of creating vivid mental images in persuading others?

Answer: People make decisions based on visualizations; using 'Just imagine...' helps paint scenarios that encourage action.

7.Question

How does phrasing a question as 'When would be a good time to...?' benefit your conversations?



Answer:It compels the other person to acknowledge that there is time for your discussion, minimizing the chance of them dismissing it.

8.Question

What approach should you take if you think someone hasn't completed a promised task?

Answer:Start with 'I'm guessing you haven't got around to...' to encourage them to affirm progress or commit to taking action.

9.Question

Why are simple language changes powerful in conversations?

Answer:Subtle word shifts can significantly influence perceptions and outcomes in dialogue, making communication more effective.

10.Question

What can we learn from the concept of momentum in decision-making?

Answer:People need an emotional prompt to move towards a decision, emphasizing the necessity of building urgency and



clarity in discussions.

11.Question

How do you ensure that your advice resonates emotionally with others?

Answer: You must primarily appeal to the emotional side before moving into logical reasoning, ensuring that the decision feels right.

12.Question

What is the impact of the subconscious on decision-making as discussed in this chapter?

Answer: The subconscious makes swift decisions based on preconditioned responses, which is why using Magic Words can lead to favorable outcomes without overthinking.

13.Question

Why is it vital to create a sense of urgency in communications?

Answer: Creating urgency nudges people towards decision-making, reinforcing the idea that action needs to be taken now rather than later.

14.Question



What is a strategic benefit of correct phrasing in business contexts?

Answer:Correct phrasing can eliminate objections before they arise, guiding conversations toward preferred outcomes effortlessly.

15.Question

How can personal accountability be fostered using conversational tactics?

Answer:Using phrases that hold the person accountable for their commitments, like 'I'm guessing you haven't...', encourages honesty and future action.

16.Question

Why should we be prepared to adjust our approach in conversations?

Answer:Every interaction is unique, thus being flexible and ready to pivot your message can ensure better engagement and results.

Chapter 8 | 8. Simple Swaps| Q&A

1.Question

Why is it important to prepare what you want to say



before the moment arrives?

Answer: Because the worst time to think about your words is in the moment you are saying them.

Preparation allows you to communicate effectively and with confidence, enhancing your chances for success in any conversation.

2.Question

What makes people successful in business interactions, according to the author?

Answer: Successful people know exactly what to say, how to say it, and how to make their words count, which helps them achieve dramatically different results with seemingly identical resources.

3.Question

How can the phrase 'I'm not sure if it's for you, but...' change a conversation?

Answer: This phrase sends the subconscious message that there's no pressure, thereby piquing curiosity. The use of 'but' also redirects focus, making the listener more receptive



to exploring the presented idea.

4.Question

What does the phrase 'How open-minded are you?' accomplish in conversation?

Answer:It positions the other person to feel inclined to agree with your suggestion, as most people want to see themselves as open-minded, thereby increasing your chances of getting their support.

5.Question

How can you regain control in a conversation where someone is overly confident?

Answer:By asking 'What do you know about...?' you subtly challenge their knowledge base without directly confronting them, prompting them to reflect on the foundation of their opinions.

6.Question

How does the question 'How would you feel if...?' facilitate decision-making?

Answer:This question allows individuals to visualize future situations emotionally, influencing them to consider actions



based on feelings associated with potential gains or losses.

7.Question

What is the impact of using 'Just imagine...' in conversation?

Answer:It helps to create vivid mental imagery, making it easier for others to visualize positive outcomes, and therefore, increases their belief in the possibility of achieving those outcomes.

8.Question

How can the phrase 'When would be a good time...?' be beneficial?

Answer:It prompts the other person to consider that there will indeed be a good time to engage further, thereby eliminating the excuse of not having time and keeping the conversation momentum.

9.Question

What is the advantage of saying 'I'm guessing you haven't got around to...' during a follow-up?

Answer:This phrasing allows the other person to save face while effectively steering the conversation towards



commitment or action, avoiding excuses and prompting responsiveness.

10.Question

How does shifting from 'Do you have any questions?' to 'What questions do you have for me?' change the dynamic?

Answer: This simple swap directs the conversation toward you retaining control and encourages a reply, reducing the likelihood of the other person feeling they have no questions, which can stall the decision-making process.

Chapter 9 | 9. You Have Three Options| Q&A

1.Question

What is one key reason people struggle to introduce their ideas or products to others?

Answer: Fear of rejection.

2.Question

How can starting with 'I'm not sure if it's for you, but...' help in conversations?

Answer: It creates an unpressured atmosphere that increases intrigue and encourages the listener to consider the proposal.



3.Question

What are Magic Words and why are they important in conversations?

Answer: Magic Words are specific phrases that communicate directly with the subconscious mind, helping to guide decisions without over-analysis.

4.Question

How does the use of 'How open-minded are you?' influence the likelihood of a positive response?

Answer: It positions the conversation in a way that encourages agreement, as most people want to perceive themselves as open-minded.

5.Question

What is the effect of asking 'What do you know about...?' during a debate?

Answer: It challenges the other person's knowledge subtly, making them reconsider their opinions and often leading to a more receptive discussion.

6.Question

How does the phrase 'How would you feel if...?' reframe a



discussion to enhance motivation?

Answer:It allows the other person to envision future scenarios, tapping into their emotions to create a stronger drive toward taking action.

7.Question

Why is it essential to help people visualize decisions before they make them?

Answer:Because people visualize decisions before taking action; if they can't imagine doing something, they're unlikely to commit to it.

8.Question

What strategy does 'When would be a good time to...?' employ in conversations?

Answer:It implies that there will definitely be a time to discuss, removing the option of saying no.

9.Question

How does 'I'm guessing you haven't got around to...' change the dynamic of a follow-up conversation?

Answer:It preempts excuses and invites the other person to either confirm progress or commit to action, maintaining



forward momentum in the conversation.

10.Question

What are the benefits of changing the question from 'Do you have any questions?' to 'What questions do you have for me?'

Answer:It reframes the conversation to be more control-oriented and encourages responses, leading to more effective engagement.

11.Question

Why is presenting three options an effective strategy in decision-making discussions?

Answer:It simplifies choices for the other person and allows the presenter to lead towards a preferred outcome while maintaining the illusion of choice.

12.Question

What emotional triggers can enhance the effectiveness of conversations and decision-making?

Answer:Creating contrasting scenarios that evoke emotions of potential loss or gain can significantly influence decision-making.



13.Question

What is the essence of using storytelling in conversations, particularly with phrases like 'Just imagine'?

Answer:Storytelling helps paint a vivid picture in the listener's mind, making the benefits of an idea more tangible and relatable.

14.Question

How can anticipation of future regret be utilized in motivation strategies?

Answer:By prompting thoughts of potential loss, you can motivate action to avoid that negative outcome.

15.Question

What is a practical application of the phrase 'Just imagine'?

Answer:Using it to help people visualize their success or the repercussions of inaction, thus fostering a sense of urgency and desire.





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Chapter 10 | 10. Two Types of People| Q&A

1.Question

How can I introduce my idea to someone without facing rejection?

Answer: You can use the phrase, 'I'm not sure if it's for you, but...' This opens the conversation without pressure and piques curiosity, making the listener more likely to engage.

2.Question

What phrase can I use to encourage open-mindedness in others?

Answer: Start with, 'How open-minded are you about...?' This statement leads people to consider new ideas while appealing to their self-image as being open-minded.

3.Question

How can I gain control in a conversation where someone is certain about their opinion?

Answer: Ask them, 'What do you know about...?' This question challenges their knowledge and moves the conversation from certainty to uncertainty, allowing for more



dialogue.

4.Question

What is a good way to understand someone's motivation?

Answer:Use the question, 'How would you feel if...?' This allows you to tap into their emotions and visualize the impact of positive or negative outcomes, prompting them to consider your perspective.

5.Question

How can I help someone make a decision when they feel overwhelmed?

Answer:Say, 'As I see it, you have three options...' This organizes their choices clearly and helps guide them toward your preferred option.

6.Question

What approach can I take if I find myself following up with someone who hasn't acted yet?

Answer:You can say, 'I'm guessing you haven't got around to...?' This helps them save face while moving the conversation forward toward action.

7.Question



How can I prompt someone to share their phone number without coming off as intrusive?

Answer: Instead of asking, 'Can I have your number?' try, 'What's the best number to contact you at?' This creates a more comfortable environment and encourages them to share.

8.Question

What method can I use to ensure that my product presentation is effective at the end?

Answer: Change 'Do you have any questions?' to 'What questions do you have for me?' This directs the conversation toward closure and a decision.

9.Question

How can I make my ideas more appealing to others who are hesitant?

Answer: Use vivid imagery by saying, 'Just imagine...' This prompts visualization and taps into their emotional responses to your ideas.

10.Question

How can I encourage engagement in a discussion with



someone who seems indifferent or preoccupied?

Answer:Ask, 'When would be a good time to...?' This presupposes there will be a time to engage them, reducing the chance of rejection.

Chapter 11 | 11. I Bet You're a Bit Like Me| Q&A

1.Question

What does the phrase 'I'm not sure if it's for you, but...' achieve in a conversation?

Answer:It creates a sense of intrigue and reduces pressure on the listener, making them more open to considering what follows.

2.Question

How does the question 'How open-minded are you?' affect a conversation?

Answer:It biases the listener towards saying yes and feeling obligated to consider your idea, as everyone wants to see themselves as open-minded.

3.Question

What is the impact of the phrase 'What do you know about...?' when conversing with someone who has strong



opinions?

Answer: It challenges their certainty and encourages them to reflect on the basis of their views, making them more receptive to new ideas.

4.Question

Explain the importance of motivation as described in the chapter.

Answer: Understanding motivation can drive decision-making; people are more likely to act to avoid loss than to achieve gain, so framing proposals around avoiding negative outcomes can be more persuasive.

5.Question

What role does imagination play in decision-making according to the text?

Answer: People must first imagine a scenario before they can commit to it, highlighting the importance of creating vivid mental images to influence decisions.

6.Question

How can 'When would be a good time to...?' help during a sales pitch?



Answer:It assumes that a discussion will happen, making it almost obligatory for the listener to agree on a time to continue the conversation.

7.Question

How does saying 'I'm guessing you haven't got around to...' facilitate follow-ups?

Answer:It allows the other person to save face while acknowledging their delay, prompting them to either admit what they forgot or commit to a next step.

8.Question

Why is it beneficial to rephrase 'Do you have any questions?' to 'What questions do you have for me?'

Answer:This shift assumes the listener has questions and therefore keeps the conversation open, positioning the speaker for a more controlled dialogue.

9.Question

Describe the power of the phrase 'As I see it, you have three options.'

Answer:This helps simplify decision-making by framing options in a way that favors a preferred choice, guiding the



listener to an easier conclusion.

10.Question

What two types of people does the author mention, and how does it aid decision-making?

Answer:Identifying two types of people creates a binary choice, prompting individuals to self-identify with the preferable option and make a decision more easily.

11.Question

What is the strategic use of 'I bet you're a bit like me' in conversations?

Answer:This phrase fosters a sense of rapport and agreement, making it harder for the listener to dissent later or object to proposals.

Chapter 12 | 12. If... Then| Q&A

1.Question

What makes effective communication so impactful according to the author?

Answer:Effective communication hinges on knowing what to say, how to say it, and making it count.

Subtle changes in word choice can drastically shift



conversations and outcomes, allowing one to connect better and influence others.

2.Question

How can you frame an introduction to reduce fear of rejection when sharing ideas?

Answer:Start with the phrase, "I'm not sure if it's for you, but..." This creates a low-pressure environment, piquing curiosity while making it easier for others to engage without feeling obligated.

3.Question

What question can you ask to encourage open-mindedness in others?

Answer:Use, "How open-minded are you about...?" This not only gives them a sense of control but makes it difficult for them to outright reject your idea.

4.Question

How can you regain control in a debate or a difficult conversation?

Answer:Ask, "What do you know about...?" This gently challenges their opinion and encourages them to question



their own knowledge, leading to a more open dialogue.

5.Question

What role does motivation play in influencing others?

Answer:Motivation stems from avoiding loss or gaining something valuable. Understanding what drives people—emotional reasons over logical ones—can guide your approach in negotiations.

6.Question

How can you make your ideas more relatable and engaging in conversation?

Answer:Use the phrase, "Just imagine..." This encourages the listener to visualize a scenario, allowing their minds to paint a picture that connects with their aspirations or fears.

7.Question

What strategy can help you manage time objections in discussions?

Answer:Ask, "When would be a good time to...?" This assumes there will be a time for consideration, steering the conversation towards future engagements instead of pushing for immediate decisions.



8.Question

How to follow up without making the other person defensive?

Answer:Start the conversation with, "I'm guessing you haven't got around to..." This allows them to save face while addressing the point you need to discuss.

9.Question

What are the benefits of altering the phrasing of questions during a sales pitch?

Answer:Instead of asking, "Do you have any questions?," try, "What questions do you have for me?" This shift puts you in control and fosters a more decisive atmosphere.

10.Question

How can you present options effectively to someone in decision-making mode?

Answer:Use the phrase, "As I see it, you have three options..." This simplifies the choices and allows you to guide them to a preferred outcome by presenting options strategically.

11.Question



What is a way to categorize people that prompts quick decision-making?

Answer: Introduce the idea by saying, "There are two types of people..." This format grabs attention and forces the listener to identify with one of the categories, nudging them towards a decision.

12.Question

How can you encourage agreement and reduce objections in conversations?

Answer: Preface statements with, "I bet you're a bit like me..." This technique encourages the other person to agree and align with your perspective, making it harder for them to object later.

13.Question

What is the significance of conditional statements in persuasive communication?

Answer: Using "If... then" structures helps solidify beliefs about potential outcomes, making it nearly irresistible for others to reject these convincing scenarios.



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Chapter 13 | 13. Don't Worry| Q&A

1.Question

**What does the phrase 'I'm not sure if it's for you, but...'
do in a conversation?**

Answer:It decreases pressure on the listener,
creating curiosity, and encourages them to lean in
for more information.

2.Question

How can you leverage open-mindedness in conversations?

Answer:By asking 'How open-minded are you?' you frame
the conversation in a way that makes people feel more
receptive to new ideas.

3.Question

**What impact does questioning someone's knowledge
have?**

Answer:Questions like 'What do you know about...?' shift
their certainty to doubt and make them reconsider their
opinions.

4.Question

How can you guide someone's emotions about a decision



using 'How would you feel if...?'

Answer: This phrase invites the listener to envision emotional outcomes, whether positive or negative, making the decision feel more significant.

5.Question

What is the purpose of 'Just imagine' in a conversation?

Answer: It helps create vivid mental images that make the potential future scenarios feel tangible and appealing.

6.Question

How does 'When would be a good time to...?' change the time management dynamic?

Answer: It subtly assumes that a good time exists, which helps avoid objections about time constraints.

7.Question

What effect does 'I'm guessing you haven't got around to...' have on accountability?

Answer: It encourages the other party to either confirm their action or commit to follow up, disallowing them to use excuses.

8.Question



What is the psychological advantage of asking 'What questions do you have for me?' instead of 'Do you have any questions?'?

Answer:It assumes there are questions to be asked which keeps the conversation focused and leads towards a decision.

9.Question

How can presenting 'You have three options' influence decision-making?

Answer:It simplifies choices, showing a preferred option that stands out as the best and guiding the listener towards it.

10.Question

How do the words 'There are two types of people' function in conversations?

Answer:They create immediate curiosity and compel the listener to identify with one of the categories, often leaning towards the one you favor.

11.Question

Why is the phrase 'I bet you're a bit like me' effective?

Answer:It fosters immediate agreement and sets a cooperative tone that makes it difficult for the listener to



disagree.

12.Question

What is the significance of using 'If... Then' statements?

Answer:They are powerful in establishing a cause-and-effect relationship that the listener finds hard to argue against.

13.Question

What calming effect do the words 'Don't worry' have?

Answer:They provide instant reassurance, helping to alleviate anxiety and making the other person feel supported.

Chapter 14 | 14. Most People| Q&A

1.Question

Why is it important to use magic words in conversation?

Answer:Magic words connect directly to the subconscious, making conversations more persuasive and effective. By choosing specific words, you can influence decisions without triggering resistance.

2.Question

How does the phrase "I'm not sure if it's for you, but..." help in introducing ideas?



Answer: This phrase creates a sense of no pressure, which intrigues the listener. The use of 'but' pivots the attention to the main point, making them more open to considering your proposition.

3.Question

What is the psychological impact of asking, 'How open-minded are you about...'?

Answer: This question sets a tone that encourages agreement, as most people want to see themselves as open-minded, leading them to feel inclined toward your suggestion.

4.Question

How can I regain control in a conversation with someone who is certain of their opinion?

Answer: Ask them, 'What do you know about...?' This question challenges their knowledge base and often leads them to realize their opinion may lack solid evidence.

5.Question

What role does motivation play in influencing others, according to the book?

Answer: Motivation is driven by either the desire to gain or



the need to avoid loss. By creating scenarios that highlight these aspects, you can effectively prompt action from others.

6.Question

Why should I use the phrase, 'How would you feel if...' in conversations?

Answer: This phrase allows the listener to visualize a future scenario, triggering emotional responses that make them more likely to act according to those feelings.

7.Question

What is the effect of saying 'Just imagine...' in a conversation?

Answer: Using 'Just imagine...' encourages the listener to create mental images, which can influence their perceptions and decisions more strongly than mere words can.

8.Question

How does the phrase 'When would be a good time to...?' work effectively?

Answer: It shifts the conversation to assume there will be a good time for engagement, preventing the listener from declining the opportunity outright.



9.Question

When should I use 'I'm guessing you haven't got around to...' in follow-ups?

Answer: This phrase disarms the conversation by addressing their potential excuses upfront, making them either defend their actions or move forward positively.

10.Question

What is the magic of saying 'Most people...' during negotiations?

Answer: It leverages social proof, making your suggestions feel safer and more acceptable to the listener by framing decisions as typical or common.

Chapter 15 | 15. The Good News| Q&A

1.Question

What is the key to achieving different results with the same resources?

Answer: The key lies in knowing exactly what to say, how to say it, and how to make it count. This understanding allows people to influence others effectively and achieve better outcomes.



2.Question

How can you introduce an idea to someone without risking rejection?

Answer:Using the words, 'I'm not sure if it's for you, but...'
allows you to present your idea in a way that feels
unpressured and increases curiosity.

3.Question

What technique can you use to increase the chances of getting agreement when proposing an idea?

Answer:Start your proposal with, 'How open-minded are you about...?' This encourages others to consider your idea more favorably as they want to align with the notion of being open-minded.

4.Question

How can you regain control of a conversation that has turned into a debate?

Answer:Ask, 'What do you know about...?' This prompts the other person to rethink their opinion and often leads them to realize their basis for doubt is insufficient.

5.Question



How does the phrase 'How would you feel if...?' help in discussions?

Answer: This phrase allows someone to visualize the emotional outcomes of a decision, which can motivate them to take action or change their perspective.

6.Question

What is the significance of using the phrase 'Just imagine...' in conversations?

Answer: It helps create vivid mental images that can inspire and engage individuals, allowing them to envision the positive impact of a decision.

7.Question

How can you manage time objections effectively when discussing ideas?

Answer: Use, 'When would be a good time to...?' This helps assume there will be a good time, thereby reducing objections related to time constraints.

8.Question

What approach can you take when following up with someone who may not have acted on a previous request?



Answer:Start with, 'I'm guessing you haven't got around to...'. This allows them to save face while prompting them to either confirm their action or report back.

9.Question

What is the impact of changing the question 'Do you have any questions?' to 'What questions do you have for me?'?

Answer:It empowers the other person, making it more likely they'll have no questions, thus indicating they have made a decision.

10.Question

How can you help someone make a decision more easily?

Answer:Use the phrase, 'As I see it, you have three options'.

This simplifies their choices and makes it easier to lead them to your preferred outcome.

11.Question

What simple words can help calm someone who's feeling anxious?

Answer:Saying 'Don't worry' can significantly relax a person who's nervous, helping them feel more in control of the situation.



12.Question

What can 'most people' do regarding influencing decisions?

Answer:Referencing 'most people' reduces indecision by showing individuals that making a certain choice is common and accepted.

13.Question

How can the phrase 'The good news is...' help to change a conversation's direction?

Answer:It labels the situation positively, which can help the other person to accept a more optimistic view and move beyond negativity.

14.Question

How does labeling a situation affect a conversation?

Answer:Labeling creates a frame of reference that often makes it hard for the other person to reject the label and can reorient the focus to positive outcomes.

15.Question

What should you do when someone presents an excuse for not taking action?



Answer: Respond with, 'That's great', as this reframes their excuse into a point of learning, encouraging positive thoughts and actions.

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Chapter 16 | 16. What Happens Next| Q&A

1.Question

What are Magic Words and why are they important in conversations?

Answer: Magic Words are specific phrases that effectively engage the subconscious mind, facilitating decision-making without overthinking. They are crucial because they enhance communication outcomes, allowing individuals to navigate conversations more persuasively. By subtly altering word choices, one can achieve more favorable results, whether in sales, negotiations, or personal interactions.

2.Question

How can you introduce an idea without fearing rejection?

Answer: Start with, 'I'm not sure if it's for you, but...' This phrase disarms the listener by indicating there's no pressure to engage, which piques curiosity and encourages a more open discussion.



3.Question

What's the advantage of asking, 'How open-minded are you about...?' when introducing new ideas?

Answer: This question leverages the listener's self-image; everyone wants to be seen as open-minded. It shifts them toward a more accommodating stance, significantly increasing the likelihood of acceptance of your idea.

4.Question

How can you shift a debate into a collaborative discussion?

Answer: Use the phrase, 'What do you know about...?' It invites the other person to share their knowledge, which often leads to the realization that their strong beliefs may be unfounded, thus paving the way for a more receptive dialogue.

5.Question

How does visualization affect decision-making?

Answer: Visualization significantly influences decisions since people must first imagine themselves engaging in an action before it can become a reality. Phrases like 'Just imagine...'



prompt mental imagery that aids commitment to decisions.

6.Question

What role does the word 'but' play in conversations?

Answer:The word 'but' negates any preceding positive statements, prompting the listener to focus on the information following it. By saying, 'I'm not sure if it's for you, but...' you can redirect their thoughts toward your suggestion, increasing engagement.

7.Question

Why is it effective to ask, 'When would be a good time to...?' instead of 'Can we schedule a time to...?'

Answer:This phrasing assumes that a suitable time will exist, eliminating room for a flat 'no' answer. It encourages agreement by framing the upcoming action as an inevitability, thus maintaining control over the conversation.

8.Question

How can the phrase 'The good news is...' transform a conversation?

Answer:Prefacing statements with 'The good news is...' labels what follows as positive, helping to shift the focus from



negativity to optimism and creating an empowering discourse that encourages action.

9.Question

What is the strategy involving 'most people' in negotiations?

Answer:Using 'most people' helps to normalize a decision, as it presents a social proof effect. It suggests that since others (who are similar) have made a similar decision successfully, the listener is encouraged to do the same.

10.Question

How does 'If... then...' structure work in persuasion?

Answer:This conditional statement provides a clear cause and effect, anchoring beliefs and actions to past experiences. It reinforces confidence in decision-making by projecting positive outcomes based on chosen actions.

11.Question

What can be achieved by asking, 'What happens next is...'?

Answer:This statement directs the dialogue towards a decision by outlining logical next steps. It not only



summarizes the conversation but also clearly leads the prospect towards a commitment or action.

Chapter 17 | 17. What Makes You Say That?| Q&A

1.Question

What is the best approach to reduce the fear of rejection when introducing ideas?

Answer:Start with the phrase, 'I'm not sure if it's for you, but...'. This softens the introduction and makes it easier for the listener to engage without feeling pressured.

2.Question

How can you create curiosity when presenting a new idea?

Answer:Using phrases like 'How open-minded are you?' shifts the conversation into a space where the person feels compelled to consider your idea, as everyone wants to be perceived as open-minded.

3.Question

What strategy can help control a conversation that risks becoming a debate?



Answer:Ask, 'What do you know about...?' This questions the basis of their certainty and encourages them to reflect on their knowledge, potentially opening them up to further dialogue.

4.Question

What technique can be used to motivate someone towards action?

Answer:Utilize the phrase 'How would you feel if...?' to evoke emotional responses that clarify their motivations, either toward a potential gain or away from a loss.

5.Question

What is the significance of imagining future scenarios in decision making?

Answer:Using 'Just imagine...' helps people visualize outcomes, which can solidify their commitment by allowing them to mentally experience the potential benefits of an idea.

6.Question

How can you ensure your ideas are considered when others claim they don't have time?

Answer:Ask, 'When would be a good time to...?' This



presumes there will be a time when they can consider your ideas, facilitating a more productive dialogue.

7.Question

What phrase can be used to follow up when you suspect someone hasn't acted on a promise?

Answer:Open with, 'I'm guessing you haven't got around to...'. This invites them to either take action or acknowledge their delay without putting them on the defensive.

8.Question

What is a simple technique for maintaining control during a presentation?

Answer:Instead of asking 'Do you have any questions?', pivot to 'What questions do you have for me?'. This assumes they have questions and guides them toward making a decision.

9.Question

How can you effectively help someone narrow down their options?

Answer:Introduce the statement, 'As I see it, you have three options...' This simplifies their decision-making process and makes it easier for them to choose your preferred option.



10.Question

What can be done to inspire confidence in someone's decision-making process?

Answer:Use phrases like, 'There are two types of people in the world...', which creates a quick binary distinction that nudges them toward the desired choice.

11.Question

How can you cultivate agreement in conversation?

Answer:Preface statements with 'I bet you're a bit like me,' to encourage agreement and build rapport, especially with strangers.

12.Question

What is an effective way to validate a conditional statement in a conversation?

Answer:Using 'If... then...' structures makes the outcomes palatable by grounding decisions in familiar, consequential frameworks.

13.Question

What technique can ease someone's tension when they show signs of anxiety?



Answer: Simply say, 'Don't worry,' which conveys reassurance and can significantly reduce stress in high-pressure conversations.

14.Question

How can you speed up the decision-making process when facing indecision?

Answer: Refer to what 'most people' do in similar situations, which creates a social proof effect and encourages them to follow the crowd.

15.Question

How can you turn negative situations into positive outcomes?

Answer: By starting with 'The good news is...' you label the information in a way that makes it difficult for the other person to challenge it, leading to a more constructive discussion.

16.Question

What is the best way to transition a conversation toward a commitment after discussing opportunities?

Answer: Lead with 'What happens next is...' to clarify the next



steps and guide them seamlessly toward making a decision.

17.Question

How can understanding objections enhance conversation control?

Answer:Respond to objections with 'What makes you say that?' This response helps clarify their reasoning and allows for a more informed discussion.

Chapter 18 | 18. Before You Make Your Mind Up| Q&A

1.Question

What is a key reason people hesitate to introduce their ideas, products, or services to others?

Answer:Fear of rejection often holds people back from sharing their ideas.

2.Question

What phrase can be used to introduce an idea to someone with a decreased sense of pressure?

Answer:"I'm not sure if it's for you, but..." creates intrigue and reduces pressure.

3.Question



How does saying, 'How open-minded are you?' affect a conversation?

Answer:It encourages the listener to endorse a new idea because they want to appear open-minded.

4.Question

How can challenging someone's certainty benefit a conversation?

Answer:By questioning their knowledge, you can move them from certainty to doubt, making them more receptive to new ideas.

5.Question

What does the phrase 'How would you feel if...' achieve in a discussion?

Answer:It prompts the other person to visualize a scenario and connect emotionally to the potential outcomes.

6.Question

Why is storytelling important in decision-making?

Answer:People visualize decisions based on stories, influencing their willingness to act on those decisions.

7.Question



How does the phrase 'When would be a good time to...?' impact scheduling conversations?

Answer: It assumes there will be a time to meet, reducing the likelihood of the other person saying they are too busy.

8.Question

What is the effect of saying, 'I'm guessing you haven't got around to...'?

Answer: It prompts the other person to respond positively or make a commitment, avoiding excuses.

9.Question

Why should you replace the question 'Do you have any questions?' with 'What questions do you have for me?' finalizing a sales presentation?

Answer: The latter assumes they have questions and keeps the conversation in your control.

10.Question

How can the phrase 'As I see it, you have three options' assist in decision-making?

Answer: It simplifies choices for the listener while subtly pushing them towards your preferred option.



11.Question

What psychological tactic does the phrase 'There are two types of people...' employ?

Answer:It provokes immediate self-categorization, nudging the listener to choose the favorable option you present.

12.Question

How can using 'I bet you're a bit like me...' build rapport?

Answer:It creates common ground, making the listener more likely to agree with you.

13.Question

What is the power of using conditional statements starting with 'If... Then'?

Answer:It simplifies the decision-making process by presenting a clear outcome based on the listener's choices.

14.Question

In what scenarios is saying 'Don't worry' most effective?

Answer:It's useful in high-stress situations to ease anxiety and regain control.

15.Question



Why is the phrase 'Most people...' persuasive?

Answer:It makes the listener feel included and influenced by the majority's choices, promoting conformity.

16.Question

How does prefixing statements with 'The good news is...' affect the conversation?

Answer:It changes negativity into positivity, steering the conversation toward an optimistic outlook.

17.Question

What should you do when you encounter objections during a conversation?

Answer:Instead of arguing, ask 'What makes you say that?' to understand their reluctance better.

18.Question

How do the words 'Before you make your mind up...' help in a negotiation?

Answer:They keep the conversation open and encourage further consideration of the proposal.





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Chapter 19 | 19. If I Can, Will You?| Q&A

1.Question

What is the importance of preparing your words in advance according to the book?

Answer:The worst time to think about what to say is in the moment of speaking. Preparing your words in advance allows for better outcomes and facilitates smoother conversations.

2.Question

How can the phrase, 'I'm not sure if it's for you, but...' impact a conversation?

Answer:This phrase lowers pressure and increases curiosity in the listener, making them more likely to engage and consider what follows. It sets a tone of low commitment while inviting interest.

3.Question

Why is the question, 'How open-minded are you?' effective?

Answer:It draws on people's desire to see themselves as open-minded, biasing them toward positively considering



new ideas or proposals you present.

4.Question

What technique can shift someone's certainty in a conversation to doubt?

Answer:Questioning the knowledge behind their opinions, such as asking, 'What do you know about...?', can cause them to reassess their certainty.

5.Question

Explain the concept of motivation as discussed in the chapter. How do you leverage it in conversations?

Answer:Motivation is described as having a reason to act. To motivate others, you can create scenarios using 'How would you feel if...' which helps them connect emotionally to the outcomes of their decisions.

6.Question

What role does visualization play in decision-making?

Answer:People must first visualize a decision for it to become reality. Using 'Just imagine...' helps create mental images that guide decision-making.

7.Question



How can the phrase, 'When would be a good time...' be used effectively?

Answer:It prompts others to acknowledge that a time will exist for discussion, thus reducing objections related to time constraints.

8.Question

What is the impact of the phrase, 'I'm guessing you haven't got around to...'?

Answer:It allows the other person to save face while prompting them to admit to what they haven't done, leading them directly into the conversation you want.

9.Question

How can changing the wording from 'Do you have any questions?' to 'What questions do you have for me?' affect the outcome?

Answer:It takes control of the response and encourages engagement, making the audience feel they are part of the process, leading to a higher chance of agreement.

10.Question

How does presenting 'you have three options' help in



decision-making?

Answer:It narrows choices and leads the listener toward the preferred outcome while making them feel they are still making the decision themselves.

11.Question

What is the significance of discussing 'two types of people'?

Answer:It prompts quick identification and decision-making by contrasting two choices, guiding people toward the more favorable option.

12.Question

Why is the phrase 'I bet you're a bit like me' persuasive?

Answer:It creates common ground quickly, allowing others to agree with your statements and builds a rapport that decreases resistance.

13.Question

How do 'if... then' statements influence behavior?

Answer:They utilize conditioned responses from childhood, making people more likely to accept outcomes or decisions



linked through this structure.

14.Question

What is the effect of saying 'Don't worry' during a conversation?

Answer:It alleviates anxiety and builds confidence, making people feel more relaxed and open to dialogue.

15.Question

How does the phrase 'Most people...' facilitate decision-making?

Answer:It leverages social proof to encourage agreement by suggesting that a course of action is safe and well-accepted by others.

16.Question

What transformation does 'The good news is...' bring to a conversation?

Answer:It shifts focus from negativity to positivity, framing discussions in a way that promotes optimism and acceptance.

17.Question

How can 'What happens next...' guide a decision-making conversation?



Answer:By outlining a clear procedure for what's next, it directs the conversation towards a commitment and simplifies the decision for the other person.

18.Question

What is the purpose of asking 'What makes you say that?' in response to objections?

Answer:It reframes objections as inquiries, allowing for clarification and returning control of the conversation to the person asking the questions.

19.Question

How does using 'Before you make your mind up...' keep the conversation alive?

Answer:It encourages further discussion and consideration before finalizing a decision, allowing room for more information to influence the outcome.

20.Question

What is the purpose of the structure 'If I can..., will you...?'

Answer:It isolates objections to help the other person focus on a specific condition, potentially leading to an agreement



without committing you to change.

Chapter 20 | 20. Enough| Q&A

1.Question

What is the key to achieving success in sales and influence according to Phil M. Jones?

Answer: Understanding and mastering the right words to say and how to say them effectively. Phil emphasizes that the worst time to think about what to say is in the moment you are saying it; preparation is key.

2.Question

Why does Phil believe that 'words matter' in marketing and sales?

Answer: Words are powerful tools that can dramatically alter the outcome of conversations. Using specific phrases can create a 'winning edge' in influencing others.

3.Question

What does the phrase 'I'm not sure if it's for you, but...' achieve in a conversation?

Answer: It lowers pressure on the listener, igniting their



curiosity and prompting them to engage with the information you're presenting.

4.Question

How does question framing impact decision-making?

Answer:Framing questions positively, such as 'How open-minded are you?' invites a receptive mindset and boosts the chances of agreement.

5.Question

How does the statement 'What do you know about...?' facilitate influence?

Answer:It shifts the conversation by questioning the foundation of the other person's opinion, often leading them to reassess their stance.

6.Question

What emotional effect do the words 'How would you feel if...?' have during discussions?

Answer:They evoke emotions related to potential outcomes, helping reinforce the significance of taking action to achieve desirable goals or avoid negative consequences.

7.Question



What's the purpose of saying 'Just imagine...' in a conversation?

Answer:It creates vivid mental imagery, enabling people to visualize their future based on your suggestions, thus increasing their motivation to take action.

8.Question

What is the significance of asking 'When would be a good time to...?' in a business conversation?

Answer:It presumes that there will be an appropriate time for dialogue, effectively lowering resistance and facilitating scheduling.

9.Question

What does Phil suggest when following up on a task someone may have neglected?

Answer:Using the phrase 'I'm guessing you haven't got around to...' allows the other person to save face while you gently remind them to take action.

10.Question

How can 'Simple Swaps' enhance communication outcomes?



Answer: A simple change from open-ended to closed questions guides the conversation towards a desired outcome, providing clearer direction.

11.Question

Why does stating 'You have three options...' help in decision-making?

Answer: It simplifies choices, allowing for easier decision-making while positioning your preferred option as the most appealing.

12.Question

How can the phrase 'There are two types of people...' be beneficial in discussions?

Answer: It polarizes choices, prompting immediate self-reflection and often nudging individuals towards a desired conclusion.

13.Question

In what way does the phrase 'I bet you're a bit like me...' work to foster agreement?

Answer: It leads the listener to find common ground with the speaker, making them more likely to agree with the statement



or idea presented.

14.Question

What does the 'If... Then...' structure accomplish in persuasion?

Answer:It leverages conditioned responses to create believable scenarios where the listener feels compelled to agree with the proposed outcome.

15.Question

How do the words 'Don't worry' impact someone who is anxious?

Answer:They provide reassurance, helping to reduce tension and calm nerves, allowing for a more productive conversation.

16.Question

How does using 'Most People' influence decision-making?

Answer:It gives listeners assurance that a common choice is the right one, nudging them towards conformity with that choice.

17.Question

What is the technique behind starting statements with



'The good news is...' in conversations?

Answer: This labeling strategy reframes negativity into positivity, allowing the listener to embrace a more optimistic point of view.

18.Question

What should you communicate with 'What happens next...' after presenting a proposal?

Answer: It gives clear direction for the next steps, making it easier for the prospect to follow through with the decision.

19.Question

How can you deconstruct objections using 'What makes you say that?'

Answer: It encourages the other person to elaborate, maintaining control of the conversation and often revealing the root of their objection.

20.Question

What is the effectiveness of using 'Before you make your mind up...' during discussions?

Answer: It serves as a prompt to reconsider a decision by ensuring all relevant information has been explored.



21.Question

How does 'If I can, will you...?' help in overcoming barriers to agreement?

Answer:It isolates the external conditions that someone may be attributing to their indecision, encouraging commitment by addressing those conditions.

22.Question

How does asking 'Would three bottles be enough for you?' influence purchasing decisions?

Answer:It suggests a size or quantity that encourages people to choose a larger option, streamlining the decision-making process.

Chapter 21 | 21. Just One More Thing| Q&A

1.Question

What is the importance of language in creating persuasive conversations?

Answer:Language has a profound effect on how messages are received and processed. The specific choice of words can trigger subconscious responses that either draw listeners in or push them away,



impacting the overall result of the interaction.

2.Question

How can I introduce my ideas without risking rejection?

Answer:Start by using the phrase, 'I'm not sure if it's for you, but...' This approach creates an unpressured environment, piquing curiosity and subtly inviting the listener to engage without the fear of outright rejection.

3.Question

What does being 'open-minded' imply in conversations?

Answer:When you ask, 'How open-minded are you?' it frames your idea as something worth considering, which aligns with people's self-perception of being open-minded, thereby increasing the likelihood of a positive response.

4.Question

How should I handle a situation where someone seems overly confident in their opinion?

Answer:Use the question, 'What do you know about...?' to gently challenge their certainty. This technique encourages them to rethink their stance, often leading them to recognize gaps in their knowledge.



5.Question

What is a powerful way to motivate someone to take action?

Answer:Ask 'How would you feel if...?' This allows them to project into a future scenario and associate strong emotions with the decision, motivating them to act towards achieving positive outcomes.

6.Question

How can imagery influence decision-making?

Answer:Invoking the phrase 'Just imagine' allows the person's mind to visualize future scenarios vividly, enhancing their desire to realize those outcomes and making them more likely to agree to your proposal.

7.Question

What's an effective way to propose a scheduling conversation without being pushy?

Answer:Use 'When would be a good time to...?' This assumes there will be a suitable time for them to talk, subtly guiding them toward finding that time without allowing them to respond negatively.



8.Question

How do I address follow-ups with potential clients without seeming intrusive?

Answer:Start the follow-up with 'I'm guessing you haven't got around to...' This approach acknowledges the likelihood of busyness while prompting them to either confirm their actions or address their inaction.

9.Question

What is an effective technique to generate decisions during a sales pitch?

Answer:Swap 'Do you have any questions?' with 'What questions do you have for me?' This subtle change assumes engagement and keeps the conversation moving towards generating a decision.

10.Question

How can I guide someone's decision-making subtly without appearing manipulative?

Answer:Use the phrase 'As I see it, you have three options...' This simplifies their choices while framing them in a way that leads them to choose the option you prefer.



11.Question

What impact do the words 'most people' have in a negotiation?

Answer:Using 'most people' can create a sense of normative behavior, making individuals feel inclined to align their decision with the collective choices of others, which eases their indecision.

12.Question

How can I convert objections into productive conversations?

Answer:Shift objections to inquiries with 'What makes you say that?' This technique invites further explanation from the other party, allowing you to understand their reasoning and guide the conversation constructively.

13.Question

What are the benefits of framing information positively in conversations?

Answer:Using phrases like 'The good news is...' helps reframe negativity into a more optimistic outlook, which can shift the direction of the conversation towards positive



action.

14.Question

How can I encourage someone from a 'maybe' to a 'yes'?

Answer:Ask 'Before you make your mind up...' to prompt them to reconsider all aspects of the decision they're facing, thereby allowing for a re-evaluation of their options.

15.Question

What is the significance of the phrase 'If I can, will you?' in negotiations?

Answer:This conditional statement serves to identify barriers and convert them into actionable commitments, allowing you to systematically eliminate reasons for hesitation.

16.Question

How does the concept of 'enough' work in retail and sales?

Answer:By asking questions like 'Would three bottles be enough for you?' you guide customers to make a decision that surpasses their initial hesitation, ultimately increasing transaction value.

17.Question



What is the purpose of a 'downsell' in sales?

Answer: A downsell allows you to pivot from a larger ask to a smaller commitment, providing a way to secure engagement even if the primary goal wasn't achieved.

18.Question

How can I maintain control in a conversation that's losing focus?

Answer: Utilize 'What happens next is...' to clearly outline next steps and bring the conversation back to actionable decisions, effectively guiding the dialogue to its desired conclusion.



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Chapter 22 | 22. A Favor| Q&A

1.Question

What should you do if you're fearful of rejection when introducing your idea, product, or service?

Answer:Use the Magic Words: "I'm not sure if it's for you, but..." This phrase creates a rejection-free introduction that intrigues the listener and prompts them to lean in for more information.

2.Question

How can you frame a new idea to ensure others see you as open-minded?

Answer:Start with the phrase: "How open-minded are you about...?" This encourages acceptance and reduces resistance, as people want to perceive themselves as open-minded.

3.Question

What is a great way to handle a debate with someone who thinks they know best?

Answer:Question their knowledge with, "What do you know about...?" This encourages them to reflect and opens the door to a more receptive conversation.



4.Question

How do you motivate someone effectively to take action?

Answer:Ask, "How would you feel if...?" This prompts them to envision future scenarios and emotional responses that encourage action.

5.Question

What is a technique you can use to visualize decisions in conversations?

Answer:Use the phrase "Just imagine..." to help others picture outcomes, making the concepts more relatable and compelling.

6.Question

How can you effectively ask someone for their attention when they claim not to have time?

Answer:Use, "When would be a good time to...?" This implies that a good time does exist, encouraging engagement.

7.Question

How should you follow up with someone who hasn't completed a task you assigned?

Answer:Start with, "I'm guessing you haven't got around



to..." This phrasing removes pressure and helps the person save face.

8.Question

What is a simple modification to ensure you get questions answered after a presentation?

Answer:Change "Do you have any questions?" to "What questions do you have for me?" This assumes there are questions and keeps the conversation flowing.

9.Question

What phrase can guide someone toward a decision by limiting choices?

Answer:Introduce options by stating, "As I see it, you have three options..." This simplifies decision-making and steers them towards your preferred choice.

10.Question

How can you get someone to agree with a proposal more easily?

Answer:Use the words "There are two types of people in this world..." to polarize responses and make your preferred choice the more appealing one.



11.Question

What is an effective way to build agreement and rapport with someone quickly?

Answer: Say, "I bet you're a bit like me..." This fosters a sense of shared identity and leads to agreement on related topics.

12.Question

How can you present a decision to someone who is hesitating?

Answer: Use "If... then..." statements to create conditional outcomes that make the decision feel inevitable.

13.Question

What should you say to immediately ease someone's anxiety in a conversation?

Answer: The words "Don't worry" can help relax someone who is nervous, providing them with reassurance.

14.Question

Why should you utilize the phrase "Most people" in your conversations?

Answer: It taps into the comfort of social proof, encouraging



individuals to align their decisions with what others have done successfully.

15.Question

How can you shift a conversation from negative to positive effectively?

Answer:Start with "The good news is..." This phrase forces a reframing of the discussion towards optimism.

16.Question

What should you say to lead someone to action after a presentation?

Answer:Follow up with, "What happens next is..." This clarifies the next steps and leads them toward a commitment.

17.Question

How do you handle objections during a conversation?

Answer:Instead of arguing, respond with, "What makes you say that?" This keeps the conversation open and allows for better understanding.

18.Question

What can help someone reconsider their decision before finalizing it?



Answer: Preface with, "Before you make your mind up..."

This encourages them to reconsider and gather more information.

19.Question

How do you overcome conditions that prevent someone from accepting your offer?

Answer: Use, "If I can..., then will you...?" This isolates conditions that can be addressed, allowing for negotiation.

20.Question

How can you influence someone's purchasing decision when it comes to quantity?

Answer: Ask, "Would X be enough for you?" This encourages the person to choose the larger quantity.

21.Question

What can you say to lead to potential future cooperation at the end of a conversation?

Answer: Use, "Just one more thing..." This keeps the dialogue open and may lead to additional opportunities.

22.Question

How can you effectively ask for referrals from satisfied



customers?

Answer: After they express gratitude, ask, "You couldn't do me a small favor, could you?..." This primes them for a favorable response.

Chapter 23 | 23. Just Out of Curiosity| Q&A

1.Question

What is the key takeaway about the power of words in influencing decisions?

Answer: The real magic of conversations lies in how you phrase your words. Using specific phrases like 'I'm not sure if it's for you, but...' or 'How open-minded are you?' engages people's subconscious, prompting curiosity and a willingness to explore options.

2.Question

How can acknowledging someone's apprehension help in overcoming objections?

Answer: Saying 'Don't worry' helps to relieve anxiety and allows individuals to feel more relaxed and in control, which



can open them to make decisions they were hesitant about.

3.Question

What technique can be used when someone says they need time to think?

Answer:Instead of accepting vague responses, use 'Just out of curiosity, what specifically do you need time to think about?' This encourages transparency and can lead to a more honest dialogue.

4.Question

What role does the subconscious play in decision-making according to the text?

Answer:The subconscious operates without analyzing the situation. By using strategic phrases, you can trigger a 'yes' or 'no' response without hesitation, harnessing the subconscious's quick decision-making power.

5.Question

What are 'Magic Words' and why are they important?

Answer:Magic Words are carefully chosen phrases that resonate on a subconscious level, influencing people's thoughts and actions. They are vital tools for effective



communication and persuasion.

6.Question

How does creating a mental image influence someone's decision to take action?

Answer:Phrasing like 'Just imagine...' encourages others to visualize outcomes, which can increase belief in achieving those outcomes and motivate them to act.

7.Question

Why is it beneficial to present choices as 'two types of people'?

Answer:Framing scenarios as 'There are two types of people...' prompts immediate self-reflection and identification, making it easier for people to align with the desired outcome.

8.Question

What question can help transition a conversation toward closing a deal?

Answer:Using 'What happens next is...' helps guide the conversation toward an actionable conclusion, eliminating the fear of being pushy and fostering a smooth



decision-making process.

9.Question

How can revealing the decision-making process enhance a sales conversation?

Answer:By asking 'What makes you say that?' you prompt the other person to articulate their objections and reasoning, which creates a pathway to address their concerns effectively.

10.Question

What impact does preemptively labeling outcomes have on conversations?

Answer:Using positive labels like 'The good news is...' reframes potential negatives and encourages a more optimistic mindset, making the person more inclined to consider the upside.

Chapter 24 | Final Thought| Q&A

1.Question

What is the key to successful communication according to the author?

Answer:Reaching for the right words at the right



time can make all the difference in communication.

2.Question

What did Roger, the successful salesperson, learn about answering customer questions?

Answer:Roger learned that his responsibility was not to provide detailed explanations, but to give simple, positive answers that satisfied his customers.

3.Question

How can a simple answer affect a customer's decision-making?

Answer:A simple, positive, and uplifting answer can stun people into a positive decision and empower them to move forward.

4.Question

What is the recommended approach to handling questions about product knowledge?

Answer:Respond with straightforward, positive phrases like 'It works great' instead of overwhelming customers with complex details.

5.Question



How does the author suggest one should practice effective communication skills?

Answer: Practice the techniques consistently until they become natural and see improvement over time.

6.Question

What is the overall message of the chapter regarding success and communication?

Answer: Success comes from the right mindset and techniques in communication, emphasizing simplicity and positivity.

7.Question

Why is it important to avoid overcomplicating answers to customer inquiries?

Answer: Overcomplicating answers can confuse customers and hinder their decision-making process.

8.Question

What should you keep in mind when implementing the strategies from the book?

Answer: That they won't work with everyone, but with persistence and practice, they can yield significant results.



9.Question

What final advice does the author give to readers about their journeys in communication and success?

Answer:Enjoy the journey and be prepared to work hard for the success you desire.

10.Question

What impact can the 'compound effect' of language have according to the author?

Answer:Tiny improvements in language can significantly enhance your ability to connect and influence others.





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Chapter 1 | 1. I'm Not Sure If It's for You, But| Quiz and Test

1. Phil M. Jones believes that preparation in communication is essential for success.
2. 'Magic Words' are phrases that deter the subconscious mind from influencing decision-making.
3. Using the phrase 'I'm not sure if it's for you, but...' can enhance receptiveness and reduce pressure in conversations.

Chapter 2 | 2. Open-Minded| Quiz and Test

1. The worst time to consider what to say is during the actual conversation.
2. Small, strategic choices in words can dramatically affect the outcome of sales and persuasive conversations.
3. Using phrases that influence the subconscious mind will not enhance persuasive abilities.

Chapter 3 | 3. What Do You Know?| Quiz and Test

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1. Phil M. Jones asserts that successful individuals often know what to say and how to say it, influencing others with carefully chosen words.
2. According to Jones, using phrases like 'What do you know about...?' is a method to encourage individuals to reflect on their opinions.
3. Using the phrase 'I'm not sure if it's for you, but' increases pressure on the listener and leads to defensive reactions.





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Chapter 4 | 4. How Would You Feel If?| Quiz and Test

- 1.Magic Words are specific phrases that can influence conversations and decision-making.
- 2.Using the phrase, 'I'm not sure if it's for you, but...' creates pressure on the listener.
- 3.Emotional decision-making is unimportant in persuasive communication.

Chapter 5 | 5. Just Imagine| Quiz and Test

- 1.Using the phrase 'I'm not sure if it's for you, but...' can increase pressure in a conversation.
- 2.Leveraging people's self-perception by asking 'How open-minded are you?' can increase the likelihood of agreement.
- 3.The phrase 'Just imagine' helps to create vivid mental images that assist in decision-making.

Chapter 6 | 6. When Would Be a Good Time?| Quiz and Test

- 1.The phrase 'I'm Not Sure If It's for You, But' helps to raise curiosity and likelihood of



engagement in a conversation.

2. Using the phrase 'How open-minded are you?' may make people defensive about new ideas.

3. The phrase 'Just Imagine' helps listeners visualize tangible scenarios and enhances their belief in achieving those scenarios.





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Chapter 7 | 7. I'm Guessing You Haven't Got Around To| Quiz and Test

- 1.The phrase 'I'm Not Sure If It's for You, But' is effective because it mitigates rejection fears and piques curiosity.
- 2.Asking 'How open-minded are you?' reduces the likelihood of agreement as people may not want to label themselves.
- 3.Using 'Just Imagine' helps individuals visualize scenarios, making decision-making more difficult.

Chapter 8 | 8. Simple Swaps| Quiz and Test

- 1.The phrase "I'm not sure if it's for you, but..." increases pressure on the listener during conversations.
- 2.Asking "How open-minded are you?" can improve the likelihood of agreement in conversations.
- 3.Using 'What do you know about...?' helps the speaker to dominate the conversation.

Chapter 9 | 9. You Have Three Options| Quiz and Test

- 1.The phrase 'I'm Not Sure If It's for You, But' is



intended to reduce pressure and increase curiosity.

2.The phrase 'How Open-Minded Are You?' can lead to people feeling defensive about their choices.

3.Using the phrase 'Just Imagine' is aimed at reducing emotional engagement in discussions.





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Chapter 10 | 10. Two Types of People| Quiz and Test

1. Using the phrase 'I'm not sure if it's for you, but...'
reduces pressure on the listener.
2. The phrase 'How open-minded are you...?' is ineffective for encouraging new ideas and responses.
3. Beginning a conversation with 'Just imagine' helps listeners visualize positive outcomes.

Chapter 11 | 11. I Bet You're a Bit Like Me| Quiz and Test

1. Using the phrase 'I'm not sure if it's for you'
increases pressure on the listener.
2. The phrase 'How open-minded are you?' encourages people to remain closed to new ideas.
3. Framing a scenario with 'Just imagine...' helps people visualize potential futures.

Chapter 12 | 12. If... Then| Quiz and Test

1. The phrase "I'm Not Sure If It's for You, But"
helps to structure conversations in a way that minimizes rejection.



2.Starting a conversation with "How would you feel if...?"

leads to a purely analytical discussion without emotional engagement.

3.Using the phrase "You Have Three Options" limits

decision-making choices and complicates the conversation.



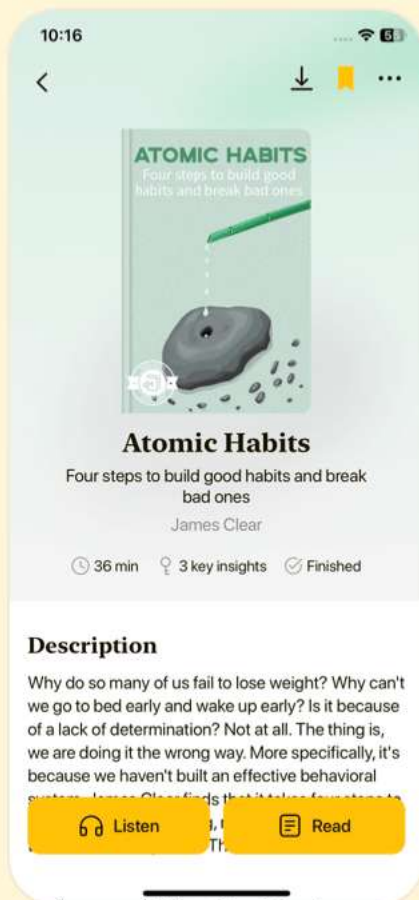


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Chapter 13 | 13. Don't Worry| Quiz and Test

- 1.Magic Words are phrases that can influence conversations and outcomes in various interactions.
- 2.The phrase 'How Open-Minded Are You?' discourages receptiveness to new ideas.
- 3.Using conditional statements like 'If... Then' does not influence beliefs or actions.

Chapter 14 | 14. Most People| Quiz and Test

- 1.The phrase 'I'm Not Sure If It's For You, But' increases pressure on the listener to engage quickly.
- 2.Using the phrase 'What Do You Know?' shifts conversations from certainty to doubt, allowing for challenging opinions.
- 3.The phrase 'Just Imagine' helps the listener to create mental images related to negative outcomes, hindering decision-making.

Chapter 15 | 15. The Good News| Quiz and Test



1. The author emphasizes the significance of using the right words to enhance communication skills.
2. The phrase 'How open-minded are you?' makes it easier for others to reject proposals.
3. Using the phrase 'Just Imagine' creates vivid images and helps make ideas less relatable.





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Chapter 16 | 16. What Happens Next| Quiz and Test

1. Using the phrase 'How open-minded are you?'
makes individuals less receptive to suggestions.
2. Starting a conversation with 'I'm Not Sure If It's for You, But' increases pressure and curiosity in the discussion.
3. The phrase 'Just Imagine' facilitates visualization and helps others see the benefits of an idea.

Chapter 17 | 17. What Makes You Say That?| Quiz and Test

1. The phrase 'I'm not sure if it's for you, but...'
eliminates the fear of rejection in conversations.
2. The phrase 'How open-minded are you?' discourages the listener from exploring new ideas.
3. Asking 'When would be a good time to...?' assumes the future conversation will happen, thus, reducing excuses.

Chapter 18 | 18. Before You Make Your Mind Up| Quiz and Test

1. Using the phrase 'I'm Not Sure If It's for You, But'
can increase curiosity by lowering pressure.
2. Starting a conversation with 'How open-minded are you?'



makes it less likely for the listener to engage or accept new ideas.

3.The phrase 'Just Imagine' allows a person to visualize potential positive scenarios, which can make them more resistant to change.



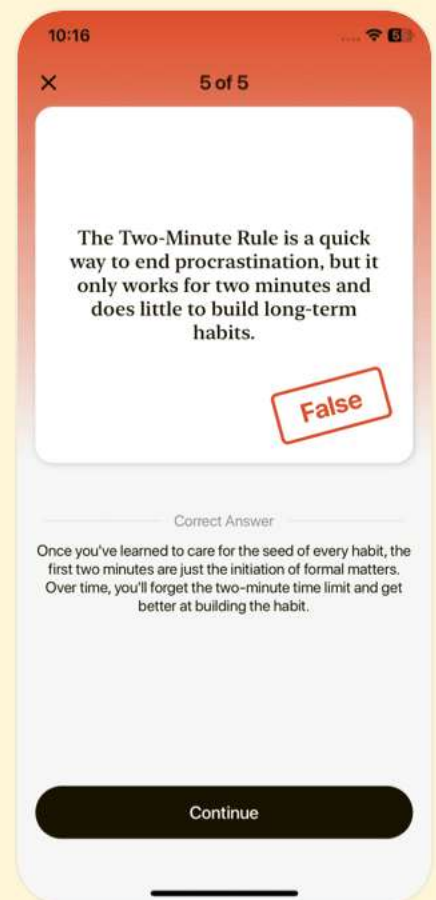


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Chapter 19 | 19. If I Can, Will You?| Quiz and Test

- 1.Magic Words target the conscious mind to ensure thoughtful decision-making.
- 2.Using phrases like 'The good news is...' can help promote negativity in discussions.
- 3.Improving conversational outcomes can be achieved by preparing your words in advance.

Chapter 20 | 20. Enough| Quiz and Test

- 1.Mind preparation is essential for effective communication and avoiding underperformance in conversations.
- 2.Phil M. Jones claims that the phrases called 'Magic Words' can hinder decision-making rather than facilitate it.
- 3.Understanding that slight advantages can make a significant difference only applies to situations outside of sales.

Chapter 21 | 21. Just One More Thing| Quiz and Test

- 1.Magic Words can influence decision-making



subconsciously in personal and business success.

2.Using closed questions such as 'Do you have any questions?' is more effective than using open questions.

3.The phrase 'If I can, will you?' helps eliminate barriers and encourages agreements.





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Chapter 22 | 22. A Favor| Quiz and Test

1. Downselling is as important as upselling in sales training.
2. The phrase 'Just one more thing' was inspired by a famous TV show character.
3. It is not beneficial to ask for a favor after a customer expresses gratitude.

Chapter 23 | 23. Just Out of Curiosity| Quiz and Test

1. Effective communication is key to achieving personal success and influencing others.
2. The phrase 'How open-minded are you?' is intended to make people feel defensive about their opinions.
3. Starting sentences with 'The Good News' can create a negative perception of the following content.

Chapter 24 | Final Thought| Quiz and Test

1. With the right words at the right time, significant success can be achieved when sharing knowledge.
2. Explaining complex technology is the most effective way to communicate with customers according to the book.



3. Practice and persistence are not necessary to implement the techniques learned from this book.

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