

"An Inspiring Leader Called Upon To Inspire Action Beyond Motivation"

3X Your
Sales
&
Income

What **NOT** To Say

Crank Up Your Selling Skills

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Crank Up Your Selling Skills

“Top 10 - Best Of The Worst”

***What **NOT** To Say
Phrases***

to

3X Your Sales And Income

Introduction

Welcome to the Crank Up Your Selling “The Best Of The Worst” What NOT To Say Phrases of the 3X your Sales and Income System with the “Crank up your Drive” Keynote and Conference Speaker, Mr. Chuck Douglas. Chuck is North America’s Premier Sales and Leadership Expert. Chuck has given over six-thousand national and International presentations and training programs over the past twenty-eight years. As you’ll see, he is an inspiring leader called upon to inspire action. A graduate of Georgia State University, military veteran of The United States Navy, and Master’s Olympian for Team USA, he not only knows what it takes to be a champion but he’s done what it takes to be a champion. Chuck is super-excited to help you Crank Up Your Selling Skills by guiding you through a “The Best Of The Worst” What NOT To Say Phrases.

“Top 10 - Best Of The Worst”

If you've ever been to the Kentucky Derby drinking mint juleps and watching one of the most competitive horse racing events of the year, you may have noticed that the fastest horse wins a purse over three times what the second-place horse wins. Interestingly enough, the winning horse doesn't have to run around the track three times as fast to receive three times as much. It only has to win by a nose. Similarly, in sales and business, the top 2% of income earners don't have to be three times as good to earn three times as much. They can be just a little better in something that they say or do or something they don't say or don't do.

Over the past twenty-eight years. I've spoken to, coached, trained, interviewed and performed in the field observation of thousands of sales and business professionals of whom many are now my students. In many situations, the difference between a sales pro who earns \$200k a year and a sales pro who earns \$50k a year is simply what they don't say. This is true because there are many things that can be said, which ensure that a sale will not come to fruition.

Case in point, ever notice how some people can just open their mouth and ruin everything? I believe the term is Verbal Vomit. They just throw up all over themselves and whoever is on the receiving end of that conversation. I know, Yuk. There are many of these “what not to say” phrases that can occur on the phone or in-person during initial contact, while handling objections or even during the call to action. Depending on how skilled a sales pro is in other critical areas, avoiding these phrases can increase your income in short order. Let's countdown from 10 back to 1 and discuss the top ten most cancerous of these mistakes to avoid. I call these the... **“Top 10 - Best Of The Worst”**

Number 10

Number 10 in the countdown is an ancient phrase that's sure to turn on those flashing red lights on your forehead that spell "I'm a cheesy salesperson." Most of the time it's accompanied by more aggressive closing phrases that are typically found just before the "call to action" or at the end of the "presenting benefits" area of the sales presentation. This phrase has a condescending feel as if I'm not intelligent enough to formulate my own opinion. The salesperson says "Wouldn't you agree that cutting costs and saving money is worth the investment?" No, I don't believe in saving money or cutting costs. Where I'm from we spend everything we earn and always ensure that costs exceed revenue.

(I couldn't resist as my sarcasm won that battle) The fact that most hard closers use this phrase and it's easily recognized by affluent clients should be sufficient justification for you to not use this deal killer. Remember, to gain a competitive edge you must differentiate yourself in a positive way. Steer clear of "wouldn't you agree" and replace it with a pain or pleasure question that allows your client to articulate their core need for your product or service. "Wouldn't you agree" is the Number 10 **"What NOT To Say"** phrase in our [Top 10 – Best of the Worst](#).

Number 9

Our countdown continues with a phrase that is usually the greeting you hear on a telemarketing call. They identify themselves (maybe) and say, wait for it..... "How are you today?" Oooops, did someone forget to take their creativity pill? Since you only have about seven seconds to make a great impression on the phone, it's critical that you do a little better than "How are you today?" Again, utilizing this phrase associates you with an unfavorable group in the eyes of your client. If you say what lesser paid individuals say, then you'll get what lesser paid individuals get. Maybe I should put that on a T-shirt, as that was kind of catchy! What do they get? Less money of course.

Flip the coin and we have this; if you say what higher paid individuals say then you'll get what higher paid individuals get, which is more money. Tough decision, huh. In addition, what if their day has been crappy and now you've anchored yourself to that right at the start of your conversation. It's a difficult association to recover from, especially so early on in the conversation. Stay tuned for [Crank Up Your Selling "What To Say"](#) in our next edition of ["Top 10 – Best of the Best."](#)

Number 8

I'm not trying to convince you to avoid these ["Top 10"](#) phrases but it might be a good idea. O.K. What did I just do to illustrate the theme of Number 8 in our countdown? Well, basically I told you I'm not doing something that I am doing in hopes that the "Yoda Mind Flipping Technique" will work on you. Affluent clients will be insulted and again you are basic assuming that your client is such an idiot that they will believe it. Strictly avoid any form of the "I'm not trying to sell you anything" phrase. The plain fact is that everyone in sales and business has the hope of their product or service being a great fit for the client.

However, if it is viewed as "trying to sell someone," then the wrong motives are in place from the beginning. Be proud and believe in your core being that your product or service will help your client in an amazing way. This Championship Mindset will shine through and you won't need to say things that resemble "I'm not trying to sell you anything."

Number 7

This ["Top 10 – Best of the Worst"](#) phrase is only one little word, however, don't let that fool you, as it has a major negative impact on your believability. Think about it, you've invested all this effort in establishing a deep connection with your client then you smash it to pieces with this three- letter word. Imagine if your significant other said, "I love you BUT we have to talk." Hmmm, that didn't give me the warm and fuzzies for some reason.

Why, because the word BUT negates everything before it in that context. So, I've just said "I don't love you" and we have to talk. Get the picture? It has the same effect in a sales scenario. Typically it happens when handling objections, as the salesperson says, "I understand BUT..." or "I totally respect that BUT..." which says you don't understand or respect anything. Avoid the word BUT in that context and replace it with a word that I'll give you in the next Top 10 list.

Number 6

This phrase flows so smoothly off your lips that it almost seems like the right thing to say. However, this "what not to say" phrase can ruin the rapport and connection you've worked so hard to cultivate. Consider this; what if one day a friend of yours said to you, "Let me tell you how it really is with our friendship," What immediate thought would come to your mind? Most people would think, "If you're telling me how it really is now, then what have you been telling me before this?" The same connotation is communicated from "Let me be honest with you."

It implies that you haven't been honest with me before. That brings into question everything that's been communicated so far in our relationship, whether it's business or personal. The real intent behind a sales pro using that phrase is typically to just be emphatic about an issue they want to communicate, which is a good thing. However, there's a much better way to do this without sacrificing connection and trust with your client. Number 6 in our countdown of "The Best of the Worst" is "Let me be honest with you." **Avoid it all cost!**

Number 5

As you know, [Gatekeepers can control 60-80%](#) of the decisions that are made in concert with the decision-maker they represent. Most business and sales professionals seem to want to take a defensive or deceptive posture against these Gatekeepers.

I can assure you that will only produce negative results. Turning them into an asset is much more effective and can result in much more closed business. One of the phrases I still frequently hear when I'm hired to train sales teams is spoken to the Gatekeeper after the Gatekeeper has asked the Sales Pro, "What is your call regarding?" Many Sales Pros still respond with the cheesy response, "It's Personal." This is not only untruthful but is the most effective phrase for putting the Gatekeeper into hyper-defensive mode and ensuring you don't get through to the decision-maker. If you do by some miracle happen to get put through to the decision-maker using this awful phrase, the emotional anchor from the gatekeeper to the decision-maker will most certainly be very negative. Would you rather have "It's that cheesy telemarketer saying it's personal again" or "It's that really nice lady from ABC company." Obviously, the latter. Eliminate this cancerous phrase "it's personal" from your repertoire and turn the Gatekeeper into an Asset.

Number 4

So, how many of these phrases have you had to delete from your sales vocabulary so far? It's ok, you can be honest. Any of these "What NOT To Say" phrases could be causing you to lose the sale and not even know why because the client won't usually tell you outright. Well, there's four left so here goes Number 4 in our countdown. So, what's one of the most annoying things that you can hear at the end of your sales presentation? If you're like me, you'd rather hear a definitive yes or no from your client so at least you have clarity. The least desirable phrase for most of us is when the potential client says "Let me think about it" or "we'll think about it and give you a call if we're interested." It's not the end of the world and you can recover from this objection, however, let's do everything we can to avoid that response.

It's amazing that after twenty-eight years of speaking, training and coaching that I still hear this in virtually every sales force. This "avoid at all costs" phrase usually occurs around the Trial Closing or Call to Action part of the sales process. The presentation is finished and the salesperson says, "Well, what do you think?" The client says, "Sounds pretty good but I'd like to think about it." Hmmm. I wonder what prompted them to say that?

Yes, we do want to know what are client is thinking and feeling but we don't want to subconsciously implant in their minds that we want them to postpone the decision to think about it unless of course there is a bona fide reason that's in their best interest. With over 30+ Conversational Closing (Call to Action) phrasings to choose from, PLEASE don't use this deal killer of "What do you think."

Number 3

Number 3 in our "[Best of the Worst](#)" countdown isn't necessarily a specific phrase but rather an action that produces a phrase, any of which, spoken after this action is taken will cause your sale to evaporate. Picture this, your significant other comes home after a hard day with high hopes of being able to share it with you in order to have a little venting time or emotional catharsis. They don't want their problem solved, a solution or to be interrupted. Oops, you don't seem to understand; I'm a problem solver and a decision maker that's' born to solve and lead at work and at home. So, you interrupt them, provide your expert solution and that's that, right? Nope, now you have couch patrol for a few days.

Why? Because you violated one of the most basic and important rules of communication that just happens to be the most difficult to implement, which is DON'T INTERRUPT people before they have finished speaking. I know there must be isolated cases where this isn't true but these aren't the cases in which this "what not to say" is typically used. When you interrupt it shows, quite simply, that you just don't care what your client is saying. In short, that's a really bad message to send if you want to make a sale. Last year I had a guy ask me how much the investment was for my High-Performance Coaching. When I shared with him that it was \$5,000 for 90 days, he blew his top and went on a three-minute rant. It was incredibly difficult for me to stay quiet for three minutes as he expressed his discontent but I did. When he finished, he said, "but you know I really need this right now so I'll do it." This may be hard to believe unless you've had it happen to you and I can assure you that it won't happen if you interrupt.

Number 2

Extensive research has been done on this next “Best of the Worst” phrase. As with Number 3, this isn’t necessarily a specific phrase but rather an action that produces conversation on a topic that shouldn’t be discussed, or least should be minimized in your first conversation or in-person meeting. This is especially relevant when meeting or speaking with affluent clients. As you know, the sensitivity to hard closing and scarcity minded sales people has increased dramatically. Your clients want to know that you legitimately care about them and just saying it won’t suffice. When you take your time to develop a super-solid relationship and simultaneously prove to your potential affluent client that you are willing to defer gratification by not discussing business on the first meeting, you will win the business by default in most cases. There are a few exceptions to this rule, depending on your business model, but there aren’t many. Avoid discussing business on the first meeting and watch your sales skyrocket!

Number 1

Well, you wanted it, you waited for it and here it is! Number 1 on the extremely difficult to rank “[Top 10 – Best of the Worst](#)” what not to say phrases in sales and business. You may be asking, what makes this the “most worst” of all ten? Great question! In my “[Presenting Benefits that Deepen Needs and Instill Urgency](#)” training module, I cover this in great detail, however, for this list let me just say the following. You can recover from most of the mistakes mentioned on this list from Number 10 through Number 4. The Top 3, especially Number 1 are almost impossible to recover from without a little help from above.

While avoiding all of the phrases on the “[What NOT To Say](#)” list is critical, the most destructive phrase to avoid is, without a doubt, making any mention of your product or service without a relevant benefit or some type of results declaration.

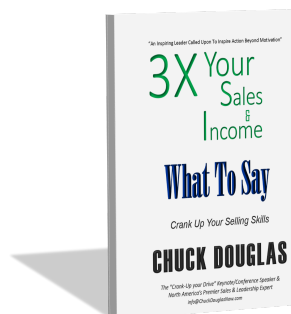
Doing this immediately diminishes the perceived value of your product or service and that's very difficult from which to recover. This happens more frequently than any other on the Top 10 list. A real Estate Agent says, "at ABC company we specialize in first time home buyers and especially military veterans. I have over 20 years of experience with over 1,000 satisfied first time home buyers." At first glance it sounds great that you help our veterans, which I applaud, and 1,000 is a lot of satisfied clients.

However, your clients are not all philanthropists and most of them only listen to one radio station. WIIFM. "What's In It For Me" radio. Unless your product or service is attached to a benefit or result under the pain or pleasure umbrella, the product or service is dismissed as irrelevant in the eyes of the client. Once dismissed or lumped in with the rest of your industry, any hope of gaining a competitive edge is lost. Stay tuned in our next edition for how to properly attach these benefits and results.

In summary, count how many of the "what not to say" phrases you've been saying. If you've been saying even one of them, I can assure that by avoiding even one of these phrases, your sales and income will experience a nice fat increase very soon.

Remember to "Crank-Up your Drive " by giving your best in every situation because "How you do Anything is how you do Everything."

See you in our next edition for the "Top10 – Best of the Best" of WHAT TO SAY to 3X Your Sales and Income!





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