

= Persuasion Tips =

What NOT to Say

By David Barron

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"All of a sudden I had this feeling like the life was being drained out of the sale."

There is a dreaded feeling that every salesman has felt. It's the feeling of a deal falling through without knowing why it happened.

When it comes to sales/persuasion/negotiations there are some mistakes we make that are so culturally ingrained in us that we fail to see how they rob us of success.

In the case of persuasion there are a few words that will benefit you to NOT say.

What NOT to say #1

The first word is "But".

Why? Because it destroys everything that precedes it. Here's are two examples that typically make people cringe.

"You're a real nice guy, but...."

or

"I think you're a real sweet girl, but..."

or

"I've reviewed your proposal and it was a very hard decision but..."

Seriously, no matter what you end those sentences with there isn't much that will take the sting out of it.

One of my persuasion clients told me that she thought that by using "but" she was being polite and letting people down nicely. When she realized

what "but" did to people she told me it was sort of embarrassing. She said that is was a polite way of slapping people in the face!

The good news is that there is a solution. In fact there are **two** solutions!

Solution #1

Never say "But".

That's right delete it all together from your vocabulary. It not that hard and when you've done it you won't miss it.

Think of it as exercise is will power. You can do it!

Solution#2

Use "and" instead of "but".

Which sounds kinder:

"It's a really nice offer **but** I've got to work early tomorrow so I have to say no."

Or "It's a really nice offer **and** I've got to work early tomorrow so I have to say no."

What NOT to say #2

Another word that weakens your persuasive power is "If".

Why?

Because it allows for a possibility for it to NOT happen. And as a persuader you want to prevent any other options than your from entering your prospects mind.

The Solution is use "When". That one's simple. "When" implies that your outcome **is** going to happen.

What NOT to say #3

Don't argue with your prospect.

If you begin to argue a point with your prospect you loose. Okay, there are a few people who **Love** a good argument but they are going to be the exception.

The solution is to agree with your client.

Seeing this in action is really amazing. I witnessed a therapist talking to his client. The therapist offered a different way of responding to stress and the client said "Yeah...but that's not really me." In an instant the therapist became as emphatic as his client and said "It's **not** you! You're **not** like that. Because in order to do that you really have to find a good reason that will keep you on track, wouldn't you?"

His client said "Yeah, really."

The Therapist then said "Well let's find that reason so you can get all the benefits, ok?"

The Client readily complied and they sought out implementing the new behaviors. It went so smoothly I almost missed it.

Do each of these a few times and you'll begin to see your rapport explode!

Warmly,

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PS. You can also learn to be persuasive in your writing too. To learn more go to <http://hypnoticsellingsecrets.com/g.o/changework>

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