

Words Make A Difference

What difference do a few words make when you're talking to a customer? Consider these phrases:

*"Oh, we're out of stock."
"We can't get any until next month."
"All we have left is a demo model."*

These statements demonstrate negativity and can influence a customer's decision. Our goal is to turn these negative statements into positive ones such as;

*"We're completely sold out!"
"They're selling so fast we can't keep them in stock!"
"We have a display unit available that works great."*

You'll notice that rephrasing a sentence by using a few different words can change the entire message that the customer will hear. When we emphasize the right words with the appropriate tone of voice, the end result will be a positive message. Here are more;

INSTEAD OF SAYING ...

"I can't do that."
"You should have..."
"I didn't do it/It wasn't my fault."
"I don't know."
"But..."

"We can order that for you *but* it will take 3 weeks for it to be delivered.

REPLACE IT WITH ...

"Here's what I can do."
"In the future I would suggest..."
"Let me help you resolve this."
"Let me find out."

Replace the word 'but' with a period (.) and begin a new sentence.

"We can order that for you. It will take 3 weeks for delivery."

These small, subtle changes definitely make a difference in the message that your customer will hear. Practice using them and watch your customers respond to you in a more positive manner!

Copyright 2004 Kelley Robertson. All rights reserved

Kelley Robertson, President of the Robertson Training Group, works with businesses to help them increase their sales and motivate their employees. He is also the author of "Stop, Ask & Listen – Proven sales techniques to turn browsers into buyers." Visit his website at www.RobertsonTrainingGroup.com and receive a FREE copy of "100 Ways to Increase Your Sales" by subscribing to his 59-Second Tip, a free weekly e-zine.