

What To Say and What Not To Say

The words we *choose* to say effect the way people respond. In *most* cases the words to eliminate and the appropriate words to use are as follows:

Eliminate

No problem
Late
Forgot
Contract
Sign
Rent house
House when selling
"I want you to..."
"I'll have it done by Friday"
"I'll have them call you"
Busy
Deal
Reduced
Free
Discounted
Cheap
Down payment
Monthly payment
Sell
Buy
Objection
Pitch
Commission
Recruiting
Problem
Clients
Customers

- Say

- Your welcome
- Behind schedule or behind task
- Fail to recall or overlooked
- Agreement or paperwork
- Authorize or ok it
- Investment opportunity
- Home when buying
- "You're going to want to..."
- "I'll update you by Friday"
- "I'll give them the message"
- Productive
- Transaction
- Market adjustment
- Complimentary
- Earned a preferred rate
- Inexpensive
- Initial investment or amount
- Monthly investment or amount
- Help them acquire
- Own
- Area of concern
- Presentation or demonstration
- Compensation - Fee for service
- Talent Attraction
- Challenge
- Families (some industries)
- Clients (some industries)

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craig@ddtrainer.com

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