



Choose Your Words Carefully

When in selling situations with your prospects, avoid the words, "price", "cost", "buy", and "purchase" like the plague. Use, instead, "investment", and "invest". "Cost" connotes an expense, which for most people is a necessary evil (the cost of gasoline, healthcare costs) that they'd rather avoid if they could. However, when that same person "invests", he does so with the expectation of getting something back in return. And isn't that what your solution is going to do for him (it had better!)? It may sound trivial, but studies have shown that this does make a difference. Relatedly, never state an investment figure without having the associated benefit nearby. Otherwise, how can the reader deduce anything but, "Gee, that's a lot of money?" *"Your investment in our system will be \$1,200, and what you get for that is benefits 1,2,3"* is far better than, "Our system will cost you \$1,200," is it not? The latter sounds like a sack of potatoes dropped at your feet. The former, a *vision* of what can be. Which would be more appealing to you? Remember, you are selling *value* - a solution to a problem, the fulfillment of a need. Make sure your prospects understand this - by explicitly telling them. Then watch the sales roll in!

ACTION ITEM:

Get out your tape recorder (if you don't have one, buy one - they're cheap). Record yourself giving your presentation using the "old" words. Play it back, and listen. Then record yourself using the "new" words, and play that back. Then compare the two, and ask yourself: which is more motivating to you as a listener, as a *buyer*?

The answer should be obvious.

Good Selling!