

## Sales Quote of The Month:

"Blessed is the man who, having nothing to say, abstains from giving us wordy evidence of the fact."  
- George Eliot

## Sales Tip of The Month:

Don't always leave the same voice mail messages for prospects. Script a series, each with a different benefit statement. With persistence, sooner or later one benefit message will induce the prospect to return your call.

***A recent experience with a sales person served as a reminder that we must watch our sales language!***

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## ***Watch Your Sales Language!***

Ever since we were young, we have been taught to watch our language. "Mind your p's and q's, and if you don't have anything nice to say, don't say anything at all."

A sales person knocked on my door the other day. The experience served as a reminder that professional sales people must also watch their language, their sales language that is.

Every time I asked a question, he responded with "don't worry about it". The whole experience reminded me that everything we say to a customer can affect their perception of us, and not always in a positive way.

Our statements can often prevent a sale from moving forward. Comments like "don't worry about it" essentially tell the customer that you have dismissed his concerns as not being important. Until the customer feels confident you understand his needs, he simply will not buy.

Most times, sales people

don't realize their sales language is negative. For example, one sales representative used to say "understand me?" after he made a benefit statement. Another would say "you know what I mean?" or the dreaded "you follow me?"

These sales people believe they are inviting questions from the prospect however, the customer is thinking "of course I know what you mean. I am not stupid!" The customer feels belittled and is therefore not comfortable asking questions. He doesn't receive the information he needs to buy, and the sales person doesn't make the sale!

A better way to invite feedback from your prospect is to say "do you have any comments, questions, or is there anything I have not explained clearly?"

This tells the customer it is OK if he has questions because it was your fault for not explaining yourself clearly in the first place. This will result in more

questions being asked and the sale will move forward more quickly.

If the customer states an objection, don't start your response with "but, Mr. Customer..." Doing so only makes you appear argumentative. You have basically told the customer what he is saying is wrong. "I understand what you are saying Mr. Customer, however, have you considered..." will work much better.

If you don't have anything nice to say about your competition, then don't talk about them at all. Promoting how working with you will benefit the customer is much more effective than putting down your competition.

Improving your sales language will allow a more open and productive conversation with your customers. It will also make you a more effective sales professional in the process. So avoid using sayings like "trust me" as they will only make your customers mistrust you more!



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## ***Ask The B2B Sales Coach***

Dear B2B Sales Coach:

A friend suggested I consider a career in sales. How do I know if I am suited for it?

- Sam, Saskatoon, SK

Dear Sam:

A career in sales can be very rewarding. Not only are good sales professionals always in demand in the marketplace regardless of economic conditions, they also earn well above average for Canadians according to Human Resources & Development Canada. Sales people are also more upwardly mobile, with 85% of today's CEO's, Presidents and senior executives coming from a background in sales.

It's not difficult to find out if a sales career is right for you. A sales aptitude survey will tell you if you have the right personality and skills to be successful. Some can even suggest what type of selling would suit you best. Once you discover that you have the skills, then it's just a matter of the right training and you're on your way.

Is a sales career right for you? I think it is certainly worth investigating. Mind you, after 20 plus years in sales, some might say I am biased!

- The B2B Sales Coach

Dear B2B Sales Coach:

I find your articles really relevant. Could you post them on a blog or Twitter so we can retweet them?

- Louis, Montreal, QC

Dear Louis:

We can now! *A Sales Compass - A Blog Hosted by B2B Sales Connections* is now live at [www.b2bsalesconnections.com/wpblog](http://www.b2bsalesconnections.com/wpblog). Thanks for spreading the word!

- The B2B Sales Coach

## ***Recommended Reading***

### **Good to Great - Why Some Companies Make The Leap... and Others Don't by Jim Collins**

Using scientific study, it compares companies in the same industries and discusses the results of why one flourishes, and the other doesn't. The discussion comparing the leadership qualities of the management teams alone makes this worth the read!

To recommend a good sales read, please email the B2B Sales Coach.

## ***About B2B Sales Connections***

*AIM HIGHER* is written and edited by Susan A. Enns, managing partner of B2B Sales Connections. She has a proven track record of success, with over 20 years of direct sales, management and executive level business to business experience.

B2B Sales Connections provides consulting services to the business to business marketplace, including the operation of Canada's premier niche job board and career training website dedicated only to business to business sales professionals. The firm helps clients achieve greater sales success by focusing on recruiting, training and marketing services for both the employer and employee alike.