



COMMUNICATION TIPS



WORDS THAT HAVE IMPACT

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WORDS THAT HAVE IMPACT



TED

T= Tell Me

E= Explain

D= Describe

POWER WORDS

WILLING..

LETS..

IF..

IMAGINE

HOW DO YOU FEEL ABOUT..

WHAT DO YOU THINK..

IN YOUR OPINION..

WHAT DO MOST PEOPLE DO?

FOR JUST...

WORDS THAT HAVE IMPACT



WORDS THAT AMPLIFY

USE FRUSTRATION-CONFUSED-WORRIED
TO AMPLIFY A MESSAGE
CONFUSED=RESIST

ELIMINATE

"TO BE HONEST"
NOT A "CONTRACT" BUT AN "AGREEMENT"
DON'T ASK TO "SIGN" BUT "AUTHORIZE"
INSTEAD OF "APPOINTMENT" USE
"MEETING" OR "DEMO" OR "COFFEE"

TRIAL CLOSE

DOES THAT MAKE SENSE?