



Karlyn's K-TIPS!

The Right Words Will Create the Right Picture

If you knew what words to use that would enable the person across from you to lower their defenses, allow them to relate to you with ease, encourage them to feel relaxed, open and comfortable, is there any reason why you wouldn't use them?

My name is Karlyn and I have been involved in the sales and marketing industry for over 30 years. Sales for me have become an enjoyable and lucrative way of life. I have found there is a psychology to selling, that when learned and applied appropriately can increase ones success tremendously. I combine psychological and sales skills together, which make the sales experience more enriching and successful to both the presenter and the proposed customer. It has been said that success is 20% of what you do and 80% everything else. Yet... attitude is always 100% of your success. It is your attitude that always determines your altitude. So, maintaining a positive attitude applied with the right words becomes vital to the sales process.

In the sales process it is important to involve as many of your new prospective customer's senses as you possibly can, hearing, sight, smell, taste and touch. The results of utilizing these senses will trigger feelings and emotions in your prospective customer that result in action. It is the use of good or bad words that determines a positive or negative response along with your ability to know what you are doing to get the desired results you want.

Have some fun with the words below as you look at them, say them a loud and see if you are able to feel some feelings that these words can create.

You will find below some Positive words along with some phrases with sentences in them using Good / Positive words. Find someone to close their eyes and get in touch with there feelings and read them out loud. Ask them what they began to experience and feel, and listen to what they say. Take a 10 second break and a deep breath before beginning onto phrase two.

Use positive words to make positive statements. The following words will make people feel good when you talk with them. These are great words to place in your vocabulary especially in the sales process.

easy	understand	fun	trust	proud
right	guaranteed	safety	need	discovery
results	comfort	deserve	trust	advantage
benefit	proven	healthy	protection	happy
value	security	positive	natural	attractive
save	you	good	love	vital

1. I have found an exciting opportunity that I can't wait to share with you. I know how you like to save and appreciate good value. I enjoy the quality of the product and how it has brought us security, knowledge and savings. I am having fun working with a team of caring, friendly and supportive people. I trust you will be happy to know the company has proven its' self to be secure. This is a people helping people business for the good of everyone's success. Would you agree that this sounds like something you might want to be a part of? I would be proud to share with you the results and benefits I have experienced. What day is best for you? The beginning of the week or the end of the week?





Karlyn's K-TIPS!

Have some fun with the next words below as you look at them, say them a loud and see if you are able to feel some feelings that these words can create. You will find below some negative words along with the 2nd phrase of sentences in them using the Bad / Negative words. If you found someone to close their eyes and get in touch with there feelings, do it again as you read them out loud. Ask them what they began to experience and feel, and listen to what they say about these words. Be sure to take a good 10 second break and a deep breath before beginning phrase two.

The following words you will want to try not to use as these words do create a negative impression. If you can, do avoid the following especially in the sales process.

DEAL	decision	pay	sign	worry
lose	difficult	buy	bad	sold
liable	liability	contract	cost	obligation
loss	hurt	price	hard	fail
failure	down payments	pitch	monthly payments	sell
discourage	struggle	hundreds	dollars	cents

- I've got a DEAL for you. You have nothing to lose. I was sold on the product right away. It can't fail so don't worry. The groups of people I work with really know how to sell this product. It's priced right, so it is not a hard decision to put up some dollars. It is not going to cost you much money. There is no liability and you are not obligated to sell. You can get out of this deal any time you do not want to pay anymore. I would be hurt if I couldn't sign you. Don't be difficult, you won't have to buy on our first appointment. Can we meet on Sunday evening at about 6:00pm?



K-TIP: The worst 4 letter word... DEAL! Only deals that are made are that of a used car salesman and the only one who feels good when that deal happens, is the used car salesman. Avoid the DEAL word!

I do hope you have found this to be of help. I have worked in my sales career to master the art of using Good / Positive words. Every where you turn you will hear the negative. It takes work and talent to replace them with positive.



K-TIP: Before you know it you will find yourself seeing your life's glass as half full more than half empty. You will notice that others will be incline and desire to be around you as they will find you to be refreshing.

It is amazing as to the lives you can impact around you not to mention your own. If you will look to see the light and find positive things, I promise you, you will find what you are looking for. You first need to be comfortable with and experience it to know what it is you are looking for.

A young man once asked, "How do I get to Carnegie Hall? A wise man replied "Practice, Practice, Practice!"

I want to encourage you to do the same. "Practice, Practice, Practice." Here's to you; may you aim higher, desire and strive for more, never quit and achieve all that you what.



K-TIPS: © Written by, Karlyn (909) 419-7050 of: www.freebietraining.net

