

NEGATIVE WORDS TO AVOID IN SALES

by Amit Sharma



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Introduction

As a Sales Person, I always knew the importance of sales Communication and how it:

- Shapes People's Opinion
- Make or Break Deals and Relationships.

I always wondered - How do I say the right things that positively shape clients' opinion, and motivates them to take a decision? How do I make myself more Trustable, Likeable & Believable?

It turned out, it is our Words that Shape Client Communication. It made us wonder, what are those words that encourage buying decisions and the words that could actually be hurting my sales pitch?





Introduction

Wouldn't it just be easier if I had a list of those bad words hurting my client's communication and eventually deals and revenue?

After thorough research, practice and experience, I have come up with a list of words & Phrases commonly used by Sales Professionals and to be avoided in Sales at all costs.

These words may all seem compelling, but they may actually be turning people away from you and your product. Some of these common words have been so overused that they have lost their meaning – and now they just sound like filler at best and lies at their worst. Some don't mean what you think they mean and others never really had much meaning in the first place.





WORST WORDS and their BETTER REPLACEMENT





SELL or SOLD

Examples: “I Sell”, “We Sell”, “I Sold it to the Last Customer”

The word reminds people of high-pressure sales tactics and usually turns them off. It makes the transaction sound one-sided as if the customer really had little say in the matter.

So what can you use in place of these common words?

Replace sell or sold with – We **provide**, we **helped** them acquire or **getting them involved** – phrases that create softer images of a helpful salesperson and a receptive customer becoming involved together in the same process.

Contract



Example: You will need to Sing the Contract or Please Sign the Contract.

A commonly used word in sales is a contract. For most people, contract evokes negative images. Contracts come with fine print, legalities, and being locked into something. It sounds painful and difficult at the same time.

Stop using the word contract, unless your particular line of business requires it. Instead, use an **Agreement**, or **form**.



Buy

Examples: You can Buy it for Just...

Buy comes with a negative feeling of spending or shelling money or paying out. This trigger a negative emotion and clients resist.

Instead of "buy", try "**own**" or "**Invest**" in order to show the end value of purchase. Your buyer isn't just throwing money out the window, they're exchanging in order to own your product.



Problem

Example: We are facing a problem...

Negative words like “problem” indicate a major roadblock or major hindrance and trigger a Negative Emotion.

Instead, use words like “**challenge**” that sound neutral. “**Challenge**” is a more toned-down alternative with Neutral Emotion.



Down Payment

Example: You can pay Down Payment of X Rs. And Monthly payment of Y Rs.

Most people envision down payments as large deposits that lock them into many smaller monthly payments for at least a few years. It triggers a fairly Negative Emotion about allocating huge funds etc...They see themselves receiving bills and writing checks every month — not a pleasant image for most people.

So replace those phrases with these: **initial investment** and **initial amount** or **monthly investment** and **monthly amount**.



Sign

Example: Please sign the Contract/Invoice/Proposal

Sign or Signature words are associated with large contract or property dealings and trigger a rather concerning emotion from clients. It's been drilled into almost everyone from early childhood never to sign anything without careful consideration.

Instead of asking your clients to sign, ask them to **review & approve, authorize, or okay your paperwork, agreement, or form.** Any of those word pictures carries the positive associations that you want to inspire in your clients.



Cheap | Cheaper

Example: We are providing Cheaper Products as compared to our Competition.

Cheap/Cheaper is a very cheap word and degrades the value of the entire solution and brand.

You need to position what you're selling as valuable (even if you think it's cheap) or you'll never close the deal.

Instead, you can use alternative words such as **'Inexpensive'**, and **"Competitive Pricing"** that carry rather positive emotional feelings.



COST

Example: It will cost you....

Cost carries a negative momentum of losing out money. You do not want to make your clients think as if they are losing out on their investments by partnering with you.

Instead, use the better word **“you can own it”** or **“you can acquire it”** to give a sense of Gain instead of a loss.



DISCOUNT

Example: I can offer you a Discount of Rs..., OR Your Discount will be...

To avoid the negative feeling of ‘You were trying to charge me higher and now reducing the price’, use “**Savings**” which has a positive momentum attached to it.

For example, **your saving** will be or after 20% savings, and your total investment is...



ADVICE

Example: “My advice will be” or “I will advise you to...”

Advice is an opinion and has no Authority in it. Clients will easily ignore everything you will say after “I will advise you to...”. Not everyone is looking for advice.

Instead, say that you or another client "had a similar experience in the past".



OBJECTIONS

Example: Do you have any objections?

The objection is a very strong word. Instead, use "concern".

Example: Do you have any concerns?



WORST WORDS TO BE AVOIDED COMPLETELY IN SALES





THINGS | STUFF

Example: And all those things or Stuff like that....

These words are fillers and make you sound clueless. Then avoid using words like “things” and “stuff”.

People use these words when they have absolutely nothing to say or they are just lazy to get to the specifics.

Instead, use words like “**tips**”, “**techniques**”, etc.



HONESTLY

Example - To be honest or Honestly...

It implies that everything you have said before isn't truthful. Simply avoid it.

HOPE

Example - I hope it will work...

It shows that you're not sure, so why would they be? They would expect you to be 100% sure about what you're selling.



MAY BE

Example - It may be the case...

It shows you are not sure of yourself or not confident about what you are saying or selling. You need to be confident.

PERHAPS

Example - Perhaps this is the best we can do...

Just like "maybe" you don't want to sound wishy-washy in your sales pitch or next steps.



.WORST PHRASES TO BE AVOIDED COMPLETELY IN SALES





I DON'T KNOW

Why: True, maybe you don't know the answer to the Client's question, but as a Sales Professional, it is your job to be able to provide the best response that creates a positive impact and feeling about the whole matter rather than simply washing off your hands by saying – I don't Know.

Solution: Use “Let me find out about that for you/Let me connect you to the person who would be able to answer that for you.”



I/We CAN'T DO THAT

Why: It's a negative phrase since you are not addressing a genuine concern or requirement from a Client. Focus on how you can help the Client solve their problem—even if they make a specific request that your company cannot or does not do, let them know how you can help and be a good fit for them.

Solution: Use “Let me see if it's possible. If not, let me check out any alternatives we can do...”



NO | I AM SORRY

Why: No is a Big Ego Killer and carries the biggest negative emotional impact. Don't keep focusing on what your company does not do for the Client—instead, try to bring them back around to what your company does and the reason you can't do it.

Positive: Use "I am afraid it won't be possible because it will impact the quality of our product and we don't want our clients to suffer."



JUST CHECKING...

Examples: Hi Raj – Just checking in to see if you have any updates?

This is notoriously known as the laziest and worst sales phrase on the planet. “Just checking in” is a zero value-add for your prospect, and therefore VERY easy to ignore.

Try this instead. Let’s say you’re waiting for an update on legal review.

Solution: Hi Raj – Are there any updates on the legal review process? Our team is on standby if you have any concerns.”



ANY QUESTIONS

This lazy sales phrase plagues discovery calls and demos across sales floors everywhere. Why? What Sales Professionals and (most) buyers want is a conversation that is challenging, insightful, or simply interesting. Many sales leaders would call this “meaningful.” Similar to “Just checking in,” cut off the conversation and put it to end.

Try this instead: Raj – what’s most interesting about our solution to you?

This question will either surface 1. What they see as most valuable 2. A question about what you said/showed 3. Or they’ll say, “I don’t know,” or “nothing

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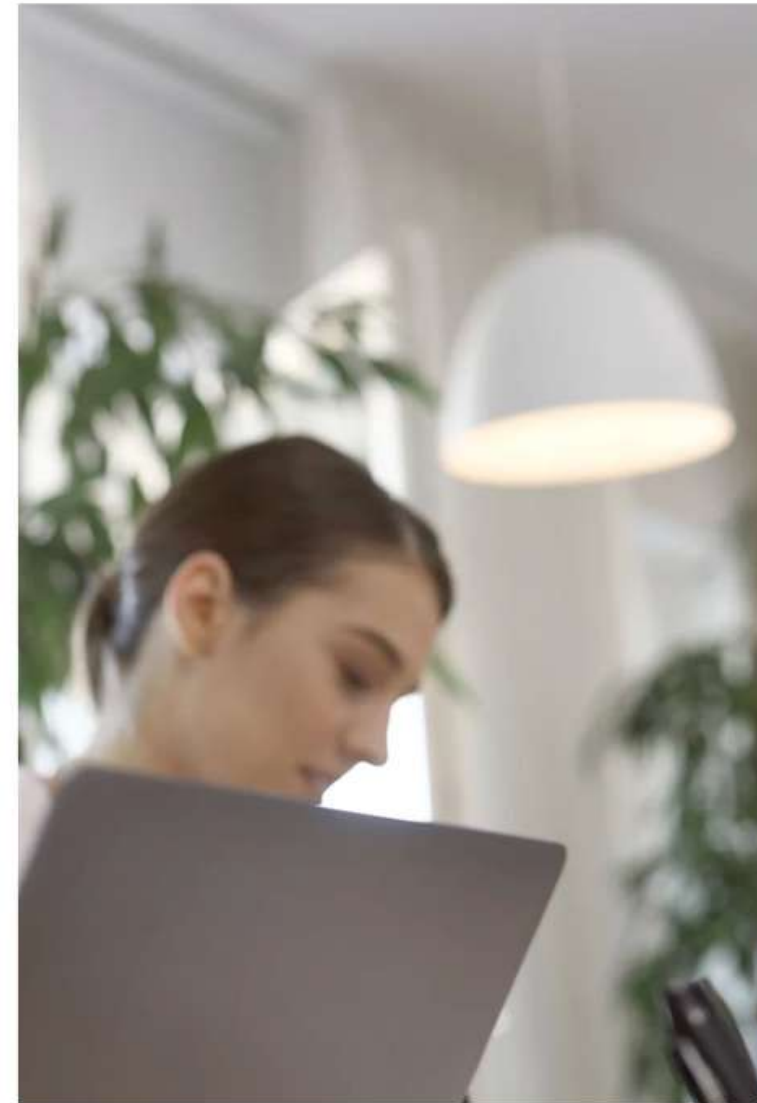


Sales Training for Individuals

Virtual Sales Training Bootcamp by Mr. Amit Sharma for Individuals & Small Teams.

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Clients Speak



Syed, Director

The sales methodologies we have learned from Amit's Authoritative Selling Sales Training are pragmatic & priceless. After attending his course, we are now able to convert leads from 20% to 80%. I recommend Authoritative Selling course to Sales Professionals, entrepreneurs and whoever aspires in Sales.



Prasanna, Ceo

We enjoyed a lot....and learnt a great deal from the training. Amit energy was consistent and every bit of it was interesting. Amit has a great vision and he is on a mission to uplift the entire Sales Fraternity in India.



Sreekumar, GM

It was extremely informative and helped us to open up the thought process that we had contained in Sales & Marketing. Extremely positive response from the attendees was of the reflection of our acceptance and credibility with in the Sales and marketing. Thank you for opening our eyes to a new state of opportunity and strength. We will practice this with immediate effect.



SunnyCharan, BDM

I recommend Authoritative selling workshop to all sales professionals. This workshop helped us in our sales pitch. I am sure, it will help all future aspirants. Amit Sharma is a top class trainer and his energy is infectious



Mohan. B, Ceo

Thank you for the Training Mr. Amit. Indeed we were so grateful to you for your navigation to Authoritative Selling. We need you to witness our successfulness by practicing your methodology in creating more sales leads. Indeed we were successful in creating more leads and were confirmed also.

Thank you once again to be part of our optimization. We are grateful beyond measure for your encouragement, thoughtfulness, support, compassion etc.....

Sales Team Speaks

Click to Play Video



During the course, Amit takes us through the entire Sales Process and explains how Authoritative Selling will help yield better results at each step. Tips and Hacks shared by Amit is helping my and my team's performance. Thanks a lot Amit. This has turned out to be the best Sales Training Course so far.

Shrikant Ghelot

15 May 2020



The Sales techniques and methodologies I have learnt from Amit's Authoritative Sales Training Course is pragmatic and priceless. After attending his course, my perspective has changed to be a successful Sales Person and now I am able to convert the leads from 20% to 80%. I have recommended his course to my entire Sales Team and Co-Founder.

Syed Vaisul Karne

12 Mar 2020



Amit taught us Sales Insight through his Authoritative Selling Course. I found it highly effective in driving results and recommend this course to all Sales Teams and Leadership teams in any industry. Improved our way of approach and I recommend all Sales People to take note of all his strategies.

Vasanth Kumar

11 Feb 2020



I have attended Amit's Authoritative Selling Course in June end. I found it highly insightful and worthy. It helped me solve my sales conversion challenges that I was lacking. I highly recommend this program to everyone.

Chandra Babu Chundururu

30 Jun 2020



Mr. I am Shubham, executive, E-Cell, IIT Madras. I had attended your Sales Course on Sales Pitching and Conversion and found it really great and eye opener. I would like to be connected with you for continuous learning.

Shubham Tibrewal

11 Dec 2019



Hi Amit, Authoritative Sales Training Course is extraordinary. I gained great Knowledge & now ready to handle my product Sales with success. Thanks a lot.

Varun Kumar

1 Aug 2020

OUR INFLUENTIAL SALES TRAINERS



Mr. Amit Sharma

Sales Trainer | CEO - Dishah

6times awarded Best Sales Trainers in India, Amit Sharma has over 17 years of Sales Experience in B2B and B2C Industry. He has held top Senior Leadership Positions and has trained over 1,50,000+ Sales Professionals and over 650 Corporates.



Mr. SreeNivas

Sales Coach

Mr. SreeNivas is a seasoned Sales Coach, Trainer for Sales Professionals, Entrepreneurs, Managers & Students.

With over 2 Decades Sales Experience, he has trained more than 50,000 sales people across industry giants such as Hyundai, Renault, Honda Motors, Compact UPS, Thrive Solar...



Mr. Harsha T.

Sales Coach

Mr. Harsha comes with extensive 16+ years of Sales Experience in Industrial, Manufacturing, HVAC Sales in Indian and International Markets. Mr. Harsha has trained over 15,000 Sales Professionals from over 150+ corporates like Kirloskar, Bluestar, Climaveneta, Ecomax, Vertexair and more....



Mr. Prasan Swami

Sales Coach

Mr. Prasan has 15+ years of Training & Management experience in sales operations, Sales Distribution Channels across Automotive & FMCG. He has Trained over 10,000 Sales Professionals across industry leader such as Mercuri, Hansa Cequity, Tata Motors, Akzo Nobel, Britannia etc...



Mr. Lalit Mehra

Sales Coach

Mr. Lalit comes with extensive 25+ years of Sales experience. He has Trained over 40,000 Sales Professionals across industry such as Retail, Real Estate, IT, Manufacturing, FMCG, Automotive and more...

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DISHAH'S USP



LASER FOCUS ON SALES TRAINING

Unlike many companies offering multiple Technical & non- technical trainings, Dishah is the only Company with laser focus on Sales Training. This enable us to deliver truly customised and result driven Sales Trainings.

DEEP TRAINING CUSTOMIZATION

It's not just including examples in training, our methodology involves identifying, researching and developing solutions to the toughest skill and process problems faced by your sales team and empower them to performe beyond their ability.

INFLUENTIAL SALES TRAINERS

What motivates a Sales team to follow the learning and excel - its the influence of Sales Trainer. If Sales Team didn't like the trainer, they will never follow his teachings. Dishah employ best Sales trainers who are great motivators.

GROWTH ORIENTED TRAINING PROGRAM

Dishah's Sales Training Program is the only Sales Training Program to involve contemporary & modern concepts of Personal Branding, Emotional Intelligence, Story-telling, Virtual & Social Selling to deliver 360 degree growth for Sales People.

POST TRAINING IMPLEMENTATION

What is key to a successful Sales Training Program? It is when sales team show improvements and deliver results. It happens when they are guided right towards behaviour change. Dishah's post training implemetation support is unparallel and guide sales team towards result delivery.

CONTACT US

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