

Authoritative Selling

# POWER WORDS IN SALES

Amit Sharma





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## Power Words

"EVERY  
WORD YOU  
CHOOSE  
TRIGGERS  
AN EMOTION  
OR FEELING;

People say there's power in the words that you use. Different words trigger predictable behaviors in people. Some encourage listeners to open up and let down their guard. Others create resistance and cause audiences to become defensive.

"Every word you choose can trigger a feeling or [emotion](#); it is your job to [carefully select your words](#) to maximize the impact of your message."

Salespeople who understand the psychology of communication and language learn how to upgrade their vocabulary to include words and phrases that help clients develop positive associations with their brand and product. And because language is such a powerful tool, sales reps can significantly increase their close rates simply by swapping out a handful of things they normally say with high-impact vocabulary.

So I did an extensive research into the most potent power words to suggest in my sales training to help you improve the tone and outcome of future client-facing scenarios.

Here is a list of Top Power words and phrases that will encourage customers to react more favorably to your [sales pitch](#).

Remember : These are not necessarily in order of importance. They all are equally powerful in their own right.

Also, It may seem unnatural at first to use some of these words on sales calls or in client meetings. Over time, you will see how well — or poorly — your customers react to different words, phrases or terminology.

Adapt your speech and written correspondence to include language that elicits positive emotions and encourages customers to take action. Soon, you will find more prospects gravitating towards your offers and that will have a remarkable impact on your close rates.



# OPPORTUNITY

The first word that always pops up is “opportunity.”

“I’ve got an opportunity that you’ll not want to miss out on.” Or, “I’ve got a great opportunity for you.”

# IMAGINE

I love this word. It’s very Powerful in Invoking Positive Emotions

You might use it something like, “Just imagine you’ll see these results as a byproduct of your investment.”

# VALUE PROPOSITION

This word is very important in the sales business. Value.

Everyone is looking for an exceptional value. So, you can use it in your sentences - “Value Proposition of my product/service far outweigh the competition.”

# CONCERN

This one I do use often. Here are some approaches: “Your Business Major Concern is to improve the productivity. I can help you with it.”

So, “concern”—it’s one I emphasize in sales training.

# FEAR

Extremely powerful word in getting attention & building trust. “I fear dropping this feature will reduce the overall quality of the product and may impact your business.”

More examples: “My fear is that you might be missing out on this.”

I genuinely like this word—but remember that it’s a negative word. So be careful and judicious about when you use it.

# MISSING OUT

It’s kind of a phrase, actually, but the idea is this: “I fear you may be missing out on an amazing opportunity to grow your business.”

And there’s the word “fear” again. And there’s the word “amazing,” as well —and that’s another word further down on the list here that I emphasize in my sales training.

As I look back on these first seven words and phrases, you could use them all together. “I fear that you might be missing out on an amazing opportunity.”

# UNIQUE

Be careful not to overuse this one. But here’s a good, effective way you can use it when it’s appropriate--“I have a unique opportunity you will want to hear about.”

# ADVANTAGE

This one I really like. In my sales training I give this example of a great way to use it. “I feel this [product] will give you an advantage over your competition.”

“Are you looking for an advantage?” Or, “What type of advantage can I bring to this equation?”

# AMAZING

As with some of the earlier power words, this one I think you can overuse. Just as “unique” falls into the be-careful category, this word does, too. For example, everybody says, “This is amazing.”

So try something like this instead. “I think this will have an amazing impact on your business.” Or, “This is an amazing opportunity that you should be considering.”

# FIRST

I like this word, although it’s not a word I use a good deal. But it’s still a winning word that I suggest in my sales training.

For example: “You are the first people I called about this.” Or, “Do you want to be first on this?”

It’s definitely a power word.

# PARTNERSHIP

“I want to create a long-term partnership with you,” is a great example of how to use this power word.

But I don’t think most people hear it all the time. So in my sales training I suggest saying, “I want to create a partnership with you to help you grow your business.”



# YOU

While you might be very desperate to strike a deal by making a sale, but at the end of the day it is only the customer who has the liberty to buy your product or shun it. Therefore, it is always advisable to explain the process all about the customer by using 'You' instead of 'I'. Truth be told – selling is all about your prospective customers and never about your company.

# REMEMBER

This word can be highly effective in casually reminding your prospects for some activity. Using 'remember' is also instrumental while making them aware of any forthcoming deadlines, because you can safely assume that your prospects will always be busy.

# RESULTS

To highlight the outcomes of purchasing your offerings is a wise move on your part. Thereby, your prospects know – what to expect, when the delivery dates are, what the steps of the entire

process are, etc. This will also ensure better coordination and remove communication lags.

# IMPROVED

At present times, no software/solution that you are selling will be a one-time developing affair. There is need to constantly upgrade it in today's fast-moving technological world and ever-changing customer preferences. While explaining this to your prospects, you may want to use the word – 'improved', to help them make a distinction from one version to another.

# PROVEN

Today's world is witnessing growing competition more than ever. To survive and thrive, your brand needs references and recommendations. When you say 'proven', to your prospects, you remind them that your products/services/business is market tested, genuine and exceeds expectations.



# BECAUSE

In 2012, social psychologist Ellen Langer conducted a [study](#) in which subjects preparing to use a copy machine were approached by an experimenter who asked to use the machine first, before the subject began making copies for him or herself.

The experimenter made the request using one of three scripts:

1. Excuse me, I have 5 pages. May I use the xerox machine?
2. Excuse me, I have 5 pages. May I use the xerox machine, because I have to make copies?
3. Excuse me, I have 5 pages. May I use the xerox machine, because I'm in a rush?

Using the first line, subjects complied with the request 60% of the time. With the second script, 93% responded positively. Using the third line, 94% of subjects agreed to let the experimenter make copies first.

Langer concluded that the word “because” was a key differentiator in getting a stranger to comply with an explicit request.

“If a reason was presented to the subject, he or she was more likely to comply than if no reason was presented, even if the reason conveyed no information.

The word “because” justifies sufficient motivation for a certain action. It also indicates a strong cause-and-effect relationship.

For example, you may insist that prospects will want to license your technology because, in doing so, they will increase their workers' overall productivity. When you associate explicit results with your product or service, buyers become convinced that your solutions will help them achieve more of their goals.



# NEW

During a sales pitch, the moment you utter the word – ‘new’, your prospects attribute it to an improved and exciting offering from you. ‘New’ is an attention grabbing word and we as humans tend to have a positive association with everything new – be it new technology, new cars, new apparels. Therefore, you should mention ‘new’ at least once in a sales conversation (only if you have something different to offer).

# PREMIUM

This is one among the power selling words that denotes high worth, period. Trust us – your prospects are constantly on the lookout for ‘premium’ product/services, because very few wants to be ordinary.

# NOW

Usually, ‘now’ is associated to calls to action. Nevertheless, you can positively use this word to invoke a sense of [urgency among](#)

[your sales prospects](#). Moreover, ‘Now’ motivates people to act immediately when you adjoin it with ‘limited-time offer’.

# BARGAIN

During a sales conversation, it all boils down to what your prospects stands to gain from the entire transaction. At the end of the day, customers will not settle for anything less than a great deal. It might be one of the lesser used words, but the importance it brings to a conversation can’t be neglected.

# INSTANT

We all are in a mad scramble in this mega event called life and naturally, no one likes to wait. Thus, your sales prospects also want ‘instant’ access to your offerings. Using ‘instant’ ensures immediate gratification.

# POWERFUL

It is always good to let your potential customers know that your business/product/ service are robust by using the word – ‘powerful’. Also, you can use the word to represent that there are some [exceptionally powerful new features](#) to your product.

# RISK-FREE

We have established the fact that customers are habitually sceptical before making a purchase. The use case of 'Risk-free' is similar to 'safe', in order to covert leads into buyers, by infusing a sense of safety and security.

# UNUSUAL

No one really wants to do the same things that everyone is doing. Instead, they want to discover new ways of accomplishing the same goal but in a more resource- and time-efficient manner.

# DISCOVER

Much like "new," the word "discover" implies to the customer that they can be among the first to obtain a new item with innovative features. "Introducing" has a similar effect.

# SCARCITY

Scarcity indicates a shortage of something in order to create a greater demand for the product. Using the word "scare" or "deadline" can make the customer think that they need to make a purchase to avoid FOMO.

# EXCLUSIVE

To marketers and salespeople, making customers feel as if they are a member of a special group is one of the best ways to generate sales.

# UNIQUE

Customers who want to stand out from others usually respond well to words like "unique" or "unusual." By making customers feel that they could be the only one to own a one-of-a-kind product, you can increase their interest in making the purchase.

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# POWERFUL WORDS THAT MAKE A PROMISE

Promising something to your prospective customer sells. One way to get your readers to turn into buyers is to make them a promise that's worth buying. Below you will find a handful of powerful marketing words that can help you make this promise.

- Guarantee
- Sale
- Unconditional
- Promise
- Risk-free
- Pledge

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# POWERFUL WORDS THAT CREATE A SENSE OF URGENCY

In Sales, time is your friend. *Use it.* If your customer only has 3-weeks to accept your offer, remind them that time is running out.

- Now \*
- Expires
- Quick \*
- Instantaneously
- Immediately
- Soon
- Hurry \*
- Instantly
- Suddenly \*
- Going-fast

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# POWER WORDS THAT MAKE CUSTOMER FEEL AT EASE

Your customer is trading her hard-earned money for your product or service, this can be as scary as jumping off the high-dive -- make sure she is at ease. Here are a few powerful marketing words that can help.

- Bargain \*
- Easy \*
- Best-seller
- Satisfaction
- Painless
- Straight-forward
- Safe
- money-back
- Protected
- Privacy
- Tested

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# POWER WORDS TO GIVE YOUR PRODUCT A PREMIUM FEEL

If you're selling a luxury versus a commodity, make your customer aware of the luxury they're buying by utilizing these powerful Sales words.

- State-of-the-art
- Invite-only
- Fresh
- Hand-crafted
- Small-batches
- Limited
- Brand-new
- Premium
- luxurious

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# POWER WORDS THAT PLAY ON CUSTOMER'S FEAR

Fear is a powerful motivator. In fact, it's probably the most powerful emotion when it comes to grabbing the attention of your prospects.

Fear in the Sales & Marketing world relates to the fears and worries of your target audience.

There are plenty of studies out there on how addressing pain points and offering a potential solution is the key to an increase in conversions.

So, with that goal in mind, here are a few words that play on popular fears.

- Failure
- Afraid
- Alone
- Vulnerable
- Stress
- Mistake
- Risk
- Devastating

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# POWER WORDS THAT TICKLE CUSTOMER'S CURIOSITY

The powerful marketing words you'll find below can help you freeze your customer's thumbs.

- Announcing \*
- Start
- Stop
- Running
- Deal
- Introducing \*
- Offer \*
- Compare \*



## Authoritative Selling

# POWER WORDS THAT CREATES RE- ASSURANCE

Fear mongering, scarcity, exclusivity and any other triggers you employ are all well and good. But if you can't get your potential customers to trust you, then what's it all for?

So, here are the list of words for Customer's Re-assurance.

- Lifetime or Guarantee
- Authentic or Genuine
- Certified
- No obligation
- Dependable
- No risk
- Proven
- Secure
- Verify
- Safety
- Backed
- Endorsed



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