



What Not To Say When Selling - 3 Weak Word Choices

By Barb Girson



We are all in sales, just embrace it. Selling is providing a service, sharing information and issuing an invitation.

A sale is both an art and a science. Even very successful women have hang ups when it comes to 'sales' and 'selling'. No one likes to be thought of as too sales-y. Plus, no one likes feeling sold and most of all no one wants to sell out to achieve success.

Women often get concerned about what I call the 'P' Sales Plagues that truly block Profit Potential:

- Fear of being **P**-U-S-H-Y
- **P**essimism Of **P**ossibly hearing NO
- **P**aralyzed By the **P**ursuit of **P**erfection

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Because my success was not without struggle and I understand the 'sales' discomfort; I can now help companies, sales teams and entrepreneurs to define an authentic sales strategy that works. When we are comfortable in our own [selling] skin, we put others at ease.

Often in our effort to disguise our own sales discomfort, we create more of it. I recently observed where this insight proved true. Instead of hearing inspiration or excitement from the seller, I noticed the use of weak word choices. The following is a summary of what not to say when selling a product, program, membership or service:

1. "We are not a hard sell."

When I hear this I walk away and think "hard sell", "hard sell", "hard sell". Hard sell puts my guard up. Here is an example of accidentally creating the one response we set out to avoid. Selling is not convincing someone to do something she does not want to do. When tone and spirit are right, the 'no hard sell' message will be felt and conveyed. When the person or audience is treated respectfully and presented information as an invitation, the option to accept or deny the offer is implicit.

2. "You can [buy, join, sign up] or not...or you don't have too."

Of course they don't have too. Who are we to tell others that they don't have to... anyway? People respond best to clear and honest communication. When extending the offer and asking if the person, company or audience wants to accept your offer, do not diminish the offer/invitation with a hedge tag such as...'or not' or 'you don't have to'. Hesitation from the asker kills conviction and repels confidence. When you offer a service, product, concept, membership, et cetera, 'the ask' follows a conversation where you have made a positive connection between what you have and what the other party wants or needs. Do not weaken your offer with a hedge or hesitation.

3. "We don't want to be P-U-S-H-Y and make anyone feel uncomfortable."

When we are uncomfortable with our own process, we make others uncomfortable too. Offering and closing are logical conclusions. When we realize this, and let go of the outcome, we allow ourselves to communicate without pushing an agenda. When we stay focused on uncovering the needs and wants of others, instead of focusing on how we are being perceived, we put the other party at ease. In this climate, genuine dialog follows and recipients accept or deny accordingly.

When we step into our selling process with confidence and ease, people engage in sincere conversation, feel relaxed in our presence and understand that they can respond based on their needs/wants. Eliminate weak word choices and embrace that we are all in sales to some degree.

Get comfortable in your [selling] skin and put others at ease.

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Intro:

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Women often get concerned about what I call the 'P' Sales Plagues that truly block Profit Potential. Read on to learn 3 'weak' word choices to avoid that follow the P Sales Plagues.

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About The Author

[Barb Girson](#), International Direct Selling Industry expert, trainer and coach, is a highly interactive, creative speaker & author offering professional skill development programs for workshops, leader retreats, and annual conventions & teleclass sales training programs. Custom programs /Coaching 1:1 available.

Barb Girson helps companies, teams & entrepreneurs gain confidence, get into action, & most importantly... grow sales. To sign up for her next FREE sales training teleclass / join her free email list & get 'Sales Strategies that Stick' ezine, Visit <http://www.MySalesTactics.com> to learn more.

Need a speaker for your next event? Contact Barb: 614.855.0446

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