Say This, Not That

13 POWER WORDS
That Can Help You Sell

Chances are you've used the "Not That" words/phrases again and again without much thought. Next time, replace them with these subtle (but persuasive) alternatives.

1

SAY THIS

Talking with

Am I talking with Mr. Jones?

NOT THAT

Speaking to

Am I speaking to Mr. Jones?

2

SAY THIS

You are

You are the VP of Sales at Yesware?

NOT THAT

Are you

Are you the VP of Sales at Yesware?

3

SAY THIS	NOT THAT
Decision making process	**Decision maker**
What are the steps in your decision making process?	*Are you the decision maker?*

4

SAY THIS	NOT THAT
Thank you	**I appreciate**
Thank you for your time.	*I appreciate your time.*

5

SAY THIS	NOT THAT
How	**Would**
How do you feel about trying a different email tracking platform?	*Would you consider trying a different email tracking platform?*

6

SAY THIS	NOT THAT
Call	**Calendar**
Can we schedule a call?	*Can we put some time on the calendar?*

7

SAY THIS	NOT THAT
Imagine	**Let me tell you**
Imagine what you could accomplish with our product.	*Let me tell you what you could accomplish with our product.*

8

SAY THIS	NOT THAT
And	**But**
I see your point, and I think we should take a different approach.	*I see your point, but I think we should take a different approach.*

9

SAY THIS	NOT THAT
I don't know	**I think**
I don't know if I'm free at that time, let me check my calendar.	*I think I am free at that time.*

10

SAY THIS	NOT THAT
You're welcome	**No problem**

11

SAY THIS	NOT THAT
Value	**Price**
At this value, you get X features	*At this price, you get X features*

12

SAY THIS	NOT THAT
Sound to you	**Make sense**
How does that sound to you?	*Does that make sense?*

13

SAY THIS

Because

Your team will love Yesware because we offer email tracking.

Want to see the reasoning behind each?

We explain why to avoid the "Not That" words and how the "Say This" alternatives hold influence — **check out the full blog post**:

http://www.yesware.com/blog/power-words-sell/

Yesware *Sell Smarter.*

"

"[Before Yesware] we had no visibility...everything was anecdotal. Yesware allows us to be better as a sales organization by giving us the intelligence, the standardization that we need, and it's very simple to use and integrate."

Tim Bertrand
VP, Worldwide Sales

ACQUIA

Tsahy Shapsa
Co-Founder and
VP Business Development
& Alliances

CloudLock

Dominic Garabedian
VP, Sales

mimeo.com

Sign up for a free 30-day trial of Yesware for Gmail or Outlook so you can:

See who opens your emails (in real-time), clicks on links, and forwards your email

Place calls from your inbox with one click, and auto-log call and notes to Salesforce

Schedule emails to be sent later, when they're more effective

Watch your connection rates soar

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