

## **Words to Use & Words to Avoid When Speaking To Your Prospects & Customers**

One goal in differentiating yourself from your competition is to become viewed as knowledgeable/competent/engaged/interested by your prospects rather than just another vendor trying to make a sale.

Here are three techniques to help you become viewed that way:

- In your discussions with prospects, be aware of and write down the words that they use and use those words in future discussions and your follow-up materials.
- Read the trade publications of the industry you are trying to sell to or the target publications aimed at your prospects by their title. For example, if you are trying to sell to the CFO or CIO, you should subscribe to the magazines they read. If you are trying to sell into distribution, manufacturing, or the healthcare industries, then you should read the respective monthly publications of their professional associations.

However, beyond just reading these publications, you need to make a list of the unique words and business concepts they discuss.

- On the following page is a list of words to use and those to try and avoid in crafting all of your touches with your prospects.

## Words to Use & Words to Avoid When Speaking To Your Prospects & Customers - Continued

### Words/Phrases That Make You Sound like a Vendor & Should Be Avoided

<u>Avoid</u>	<u>Use Instead</u>
Appointment	Meeting, Visit
Deal	Opportunity
Company	Organization, Team
Discuss	Explore, Chat
Contract	Agreement, Paperwork
Demo	Solution Presentation
Purchase	Invest
Order	Invest
Your Product or Service	Solution
Sign	Approve
Objections	Areas of Concern

### Words/Phrases That Make You Sound less like a Vendor & Should Be Used

Chat  
 Firm  
 Engage  
 Meeting  
 Scorecard  
 Tactical Use  
 Strategic Focus  
 Productivity Improvement  
 Performance Improvement  
 Return on Investment  
 Executive Briefing  
 Business Value  
 Strategic Value  
 Value-Driven  
 Investment  
 Collaborate  
 Partner

*Note: The above are only guidelines; your specific situation will determine exact use.*