



WHAT YOU SAY



The words you choose can affect the way others respond to you. Try replacing the commonly used phrases below and see what a difference it can make!

ELIMINATE

No problem
Late
Forgot
Contract
Sign
Rent house
"House," when selling
"I want you to..."
"I'll have it done by Friday."
"I'll have them call you."
Busy
Deal
Reduced
Free
Discounted
Cheap
Down Payment
Monthly Payment
Sell
Buy
Objection
Pitch
Commission
Problem
Clients
Customers

SAY

You're welcome
Behind schedule / behind task
Fail to recall / Overlooked
Agreement/Paperwork
Authorize it
Investment opportunity
"Home," when buying
"You're going to want to..."
"I'll update you by Friday."
"I'll give them the message."
Productive
Transaction
Market adjustment
Complimentary
Earned a preferred rate
Inexpensive
Initial investment or amount
Monthly investment or amount
Help them acquire
Own
Area of concern
Presentation or demonstration
Compensation / Fee for service
Challenge
Families (in some industries)
Clients (in some industries)