



etips

'Lead the Pack' Sales Training

Sell Using the Right Language

We use all of our senses to take in information and to give out information. We also have preferences on how we like to give and receive information in certain situations. Like the wolf, we use our eyes, our ears, physiology, and feelings to experience and communicate with others. Knowing and understanding a buyer's language and communication style will help you build trust and rapport throughout the entire sales process. Identify visuals by looking for gestures and visual metaphors like, 'show me'. Recognize auditory buyers by their auditory metaphors, such as 'tell me'. Also notice their adherence to specific language and words and their need to process thoughts verbally. Kinesthetic buyers will make you feel comfortable, decide slowly and everything they see and hear must 'feel right'.

'If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language that goes to his heart.'
-Nelson Mandela ...

Do you prefer to be told, to see something or just rely on your gut?

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Sales Mastery 'Lead the Pack' Sales Training

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