

Exactly What to Say

The magic words for influence and impact

By Phil Jones

Pg. #

6 – I'm not sure if it's for you but.....

12- Would you be open minded about.... How open minded would you be about.... How open minded are you about....

16 – How would you feel if....

28 – Just imagine....

34 – When would be a good time.....

38 – I'm guessing you haven't got around to....

44 – What questions do you have for me? What is the best number to contact you at?

50 – (present them with 3 options) Of those three options what's going to be easier for you?

54 – Deliver 2 choices and make one of them stand out as the easy option

58 – I bet you're a bit like me....

62 – If.... Then....

66 – Don't worry....

70 – Most people....

76 – The good news is....

82 – What happens next is....

88 – What makes you say that....

94 – Before you make your mind up....

96- If I can will you....

100 – Would.... Be enough....

106 – Just one more thing

112 – You couldn't do me a small favor could you.... You wouldn't happen to know....

120 – Just out of curiosity what is it specifically you need some time to think about.... Just out of curiosity what needs to happen for you to make a decision about this.... Just out of curiosity what is that stopping you from moving forward with this right now....