

13 words and 10 sales secrets that certain sales people must know

Here are 13 words and 10 sales secrets that certain sales people must know to increase sales and earn a lot of money. Invite you to consult!

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Sales are an art and surely there must be some related skills . According to HubSpot, the marketing software maker, there are simple words that salespeople should use to boost sales and make more money. Besides, they also need to have their own sales tips to become a super salesperson. Here are **13 words and 10 sales tips that certain sales people must know to increase sales and earn more money!**



Leonardo DiCaprio plays Jordan Belfort in the film "The Wolf of Wall Street" in 2013. Photo source: "The Wolf of Wall Street" / Paramount Pictures

According to marketing software maker HubSpot, there are 13 words / phrases that business people need to use if they want to increase their sales. And they are:

1. "You"

1

You

Image source: HubSpot

Sellers use the word " you " to address the buyer to feel " special ". So, mention this word more if possible. The standard density is to mention a word ' friend ' every minute.

2. "Value"

2

Value

Image source: HubSpot

' Value '. This is a sure word to use when sellers need to explain their product.

According to **Collen Francis** , " Customers are not interested in characteristics or benefits, they are only interested in value and achieving their own goals ." So explain the true ' value ' that your product clearly delivers.

3. "And"

3

And

Image source: HubSpot

The word " and " is more inclusive than the word " but ". In fact, the word " but " feels like you're about to say something contrary to what they want to hear.

For example, the example of sales trainer **Seamus Brown** applies the word ' and ' instead of the word ' but ':

" I see your budget is only \$ 50,000, and let me tell you why our system costs \$ 100,000."

"I see your budget is only \$ 50,000, but let me tell you why our system costs \$ 100,000 ."

Have you seen the difference?

4. "Do"



Image source: HubSpot

The word "do" sounds better than the word "try" because it gives customers the feeling of a competent and reliable seller. Instead of saying "I'll try.", say "What I do will."

5. "Or"



Image source: HubSpot

The word "or" can help you make more choices for your customers, thus increasing your ability to receive positive answers from them. Who doesn't want more options?

The introduction of multiple choices may double or triple the chances of the seller getting a nod. Therefore, do not just suggest that buyers sign contracts, put them in front of their contracts A, B or C.

6. "Should we.?"



Image source: HubSpot

Sellers should suggest to customers, not to ask them what to do, because that's something no one wants to hear. Turning suggestions into questions is a great way to show respect to your customers.

7. "Consent"



Consensus

Image source: HubSpot

Salespeople should try to seek support from management and customers to take the next sales step. Therefore, try to win their consensus.

According to " *The Challenger Sale* ", " *The widespread support is the leading factor that senior managers seek* ."

8. "Imagine"



Imagine

Image source: HubSpot

The word ' *fantasy* ' allows customers to not only hear about what the product offers them, but also visualize their own relevance to your product.

Storytelling is a useful tactic, but don't just tell it. Make potential customers become the main characters in the story, so that they can imagine the products and benefits they receive.

9. "Look; Show; Hear; Face"



*See; show;
hear; tackle*

Image source: HubSpot

This is not a word, but sensory awakening languages that attract customer attention. Use specific words to elicit senses to attract customers' attention.

10. "Customer name"

10

Their Name

Image source: HubSpot

Calling customers by intimate name is almost a basic principle in sales art. Similar to the word 'you', use the customer's unique name to show that what you want to say is exclusive to them. This is also a way to help customers focus and even prefer sellers.

11. "Strong words"

11

Power Words

Image source: HubSpot

'*Strong words*' are a group of words that are capable of causing strong, attractive emotions. Such as: victory, great, gorgeous, daring, hope, faith, appreciation, joy .

12. "Because"

12

Because

Image source: HubSpot

Try to imagine this situation to find the answer:

There are two people who intend to interrupt in front of you while in line.

One person said: '*Can you give me the first step?*'

The other said: '*Can you give me a first step, because I'm late now?*' .

Have you seen the difference?

That's because when you hear the reason, it's always better. According to a Harvard University study, people have an additional 20% ability to do what you say if you give a reason.

13. "Opportunity"



Image source: HubSpot

Everyone wants to find a way to fix their problems. Your customers already know they have a problem and your job is to solve the problem, not the problem. Show that you have an opportunity to help them solve problems or help something to function perfectly.

HubSpot Sales Director - **Dan Tire** has the motto: *'90% business success is spiritual'*. The sales leaders have 10 good points:



Photo source: Feuillet et al./The Lancet
They always believe in their products.



Photo source: Flickr Creative Commons / Highland

They sympathize with customers . They not only know detailed information about customers, but also understand their strengths and challenges.



Photo source: Jacob Lund / Shutterstock.com

They want to win "victory" . That is the combination of benefits and competitiveness of the top salespeople to be able to work better.



Photo source: Reuters Pictures / Kim Kyung Hoon

They are resilient . Even if people who have done it before have failed, they don't feel freaked out and lose confidence.



Photo source: Strelka Institute for Media, Architecture and Design / Flickr

They are optimistic people . They are sure that the deal will be signed and completed before embarking on implementation.



Photo source: AP Photo

Successful sellers always find satisfaction at customers after purchasing products or services. They even see the end result before selling and always take it as their motivation. To be successful in life, you must always shape everything you want to achieve. Even if you don't have the best idea, try to find the best results.

They are always focused . They know what they want, how to get it and not go astray by the tasks they give.



Photo source: Daniel Goodman / Business Insider

One of the most difficult skills that people face is that it is often rejected. However, don't feel so sad, keep moving forward. When 100 doors slam in front of you, hold your head high, smile really hard and continue knocking on the 101st door as you start.

If the customer says " no " to you the first time, it may be because they have not considered carefully. Try to reach them for the 2nd, 3rd time . The most important thing is never to doubt yourself. You must know that successful people are those who do what the loser has given up before.

They have passion and love what they do.



Photo source: Shutterstock

Salespeople or business owners must really be passionate about the products they make. Don't try to sell something for money. Find out your passion and ask yourself, " *Why do you like that product and are you willing to do it even without money?* " Passion will help you overcome all obstacles to succeed.

Work effectively . Great salespeople are masters of work schedules, they can achieve maximum productivity at work.

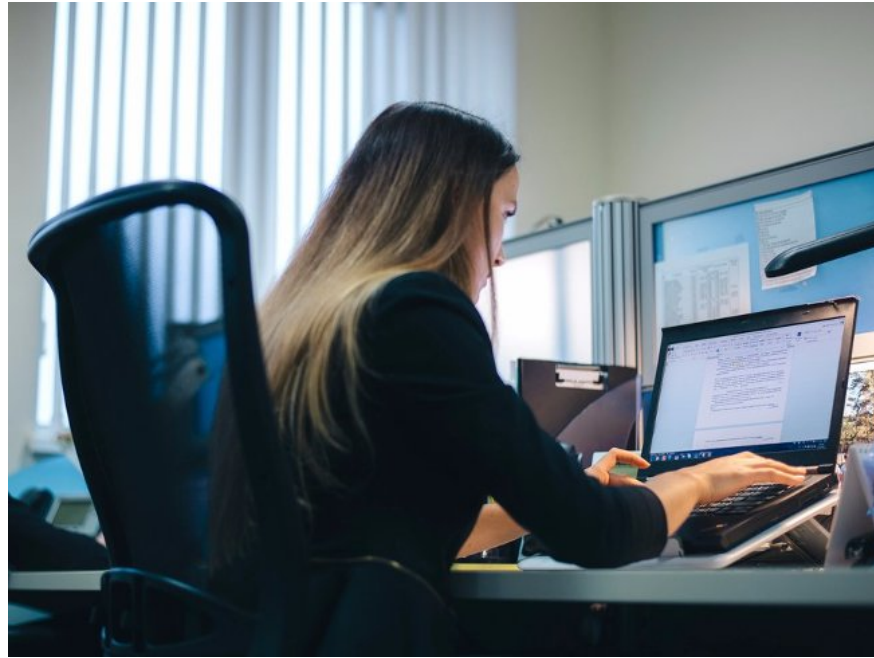


Photo source: knyazevfoto / Shutterstock.com

Work hard . Sellers or business owners are always ready to compete with rivals, they always make customers feel that whenever they are available, customers need it.



Photo source: Hero Images / Getty Images

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Having fun!

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