

7

ITTY-BITTY SALES WORDS that matter

Presented by J.W. Owens



A Perspective 101 Series



First 2-Letter Word

“WE”

Go easy on the “I” and “me” – it’s a group effort of “we” and “our”

Second 2-Letter Word

“IF”

A great conditional preface to any question that shows a willingness

Third 2-Letter Word

“OH”

**Uttered as a surprise – often a great way to
hear an objection**

Fourth 2-Letter Word

“SO”

**An indifferent response that takes the edge off
a condition or stall**

Fifth 2-Letter Word

"AH"

A quick way to express agreement or understanding with customers

Sixth 2-Letter Word

“NO”

Sometimes you can't include everything in the deal

Seventh 2-Letter Word

“DO”

**A positive indication that action is coming – by
you or your customer**

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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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