A close-up photograph of numerous wooden Scrabble tiles scattered on a red fabric surface. The tiles are light-colored wood with black letters and numbers. Some visible letters include 'E', 'O', 'S', 'R', 'M', 'V', and 'T'. The tiles are arranged in a somewhat chaotic but dense pattern, filling the entire frame.

**13 words**  
**that can transform you into**  
***A SUPER SELLER***

*Superheroes have many powers ...*

*Super  
Strength*





*Flying*



*Invisibility*



It seems like superheroes  
can do it all.

While salespeople **might not**  
have super strength, **can't** fly  
and **aren't** invisible ...

They **do** have a unique power ...

A power that *closes more deals.*

A power that *gains prospect's trust.*

That power is...

A bright blue, multi-pointed starburst shape is centered on a white background. Inside the starburst, the word "WORDS" is written in a bold, black, italicized serif font.

***WORDS***



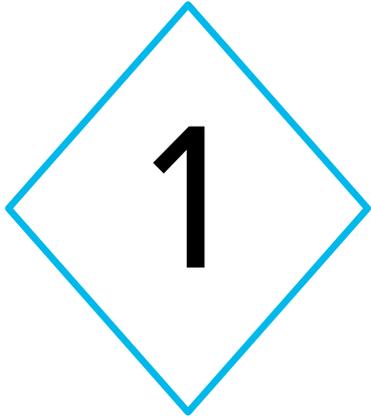
Harness your  
power and  
use these 13  
words to  
transform  
into a  
***SUPER  
SELLER.***



**Want insight into  
the best times to  
use these words  
in your emails?**

**The 2015  
*Email Opens Report*  
tells all.**

**GET A FREE COPY OF THE 2015 REPORT**



*You*

In sales *it is all about prospects.*  
Make them feel special by using  
the word “you” early and often.

In sales *it is all about prospects.*  
Make them feel special by using  
the word “you” early and often.

Pro benchmark: Drop “you” once  
every minute.



*Value*

“Customers don’t care about features and benefits, they only care about about value and achieving their objectives.”

–Colleen Francis

“Customers don’t care about features and benefits, they only care about about value and achieving their objectives.”

–Colleen Francis

*Make clear how you provide value.*



*And*

The word “but” signals you are about to utter a statement that *runs counter to what they want to hear.*

The word “but” signals you are about to utter a statement that *runs counter to what they want to hear.*

Use “and” instead.

Sales coach, Seamus Brown  
offers an example:

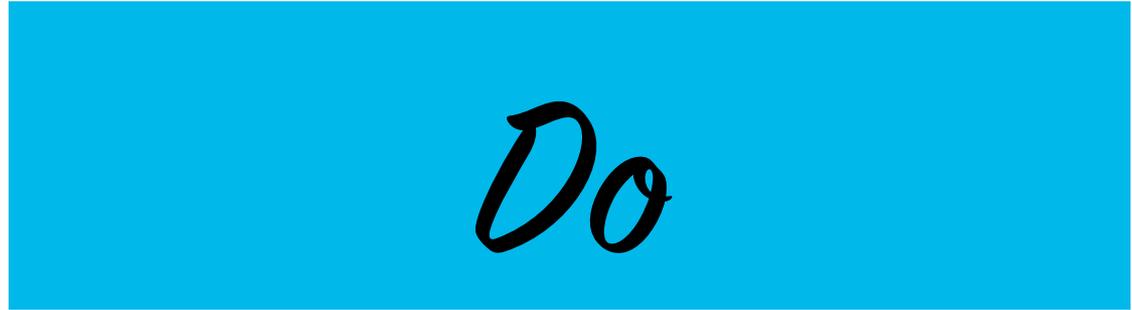
I see that you only have a budget of \$50,000, **but** let me tell you why our system costs \$100,000.

Sales coach, Seamus Brown  
offers an example:

I see that you only have a budget of \$50,000, **~~but~~ and** let me tell you why our system costs \$100,000.



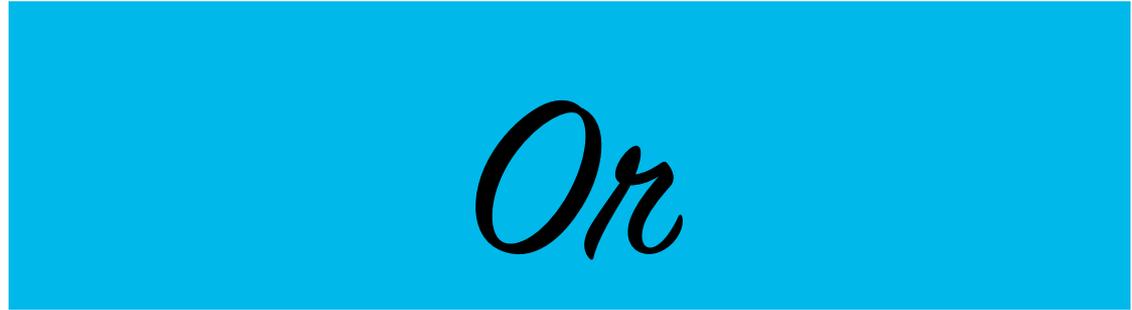
**“And” is  
inclusive,  
allowing you  
to seem like  
you’re  
agreeing  
even when  
you’re  
disagreeing.**



Replace “try” with “do,” to  
exude *competency and  
trustworthiness.*

Replace “try” with “do,” to  
exude ***competency and  
trustworthiness.***

Instead of saying “I’d like to try ...”  
say “What I’ll do is ...”



Presenting multiple options can  
*double or even triple your odds*  
of receiving a yes.

Presenting multiple options can  
*double or even triple your odds*  
of receiving a yes.

Don't just ask for a signed  
contract, offer contract A, B, or C .



*Should we?*



Nobody wants  
to be told  
what to do.  
Turning  
suggestions  
into questions  
is a great way  
to maintain  
respect.

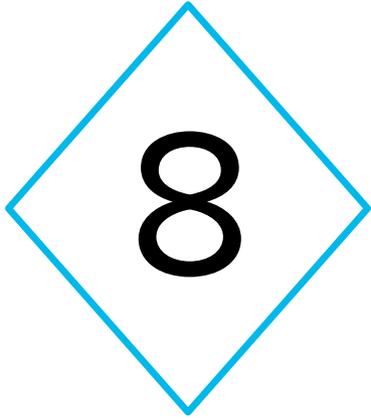


*Consensus*

Widespread support is the #1 thing senior management looks for according to *The Challenger Sale*.

Widespread support is the #1 thing senior management looks for according to *The Challenger Sale*.

Get management on board by conveying consensus.



*Imagine*

*Storytelling* is a useful tactic,  
but don't just tell a story...

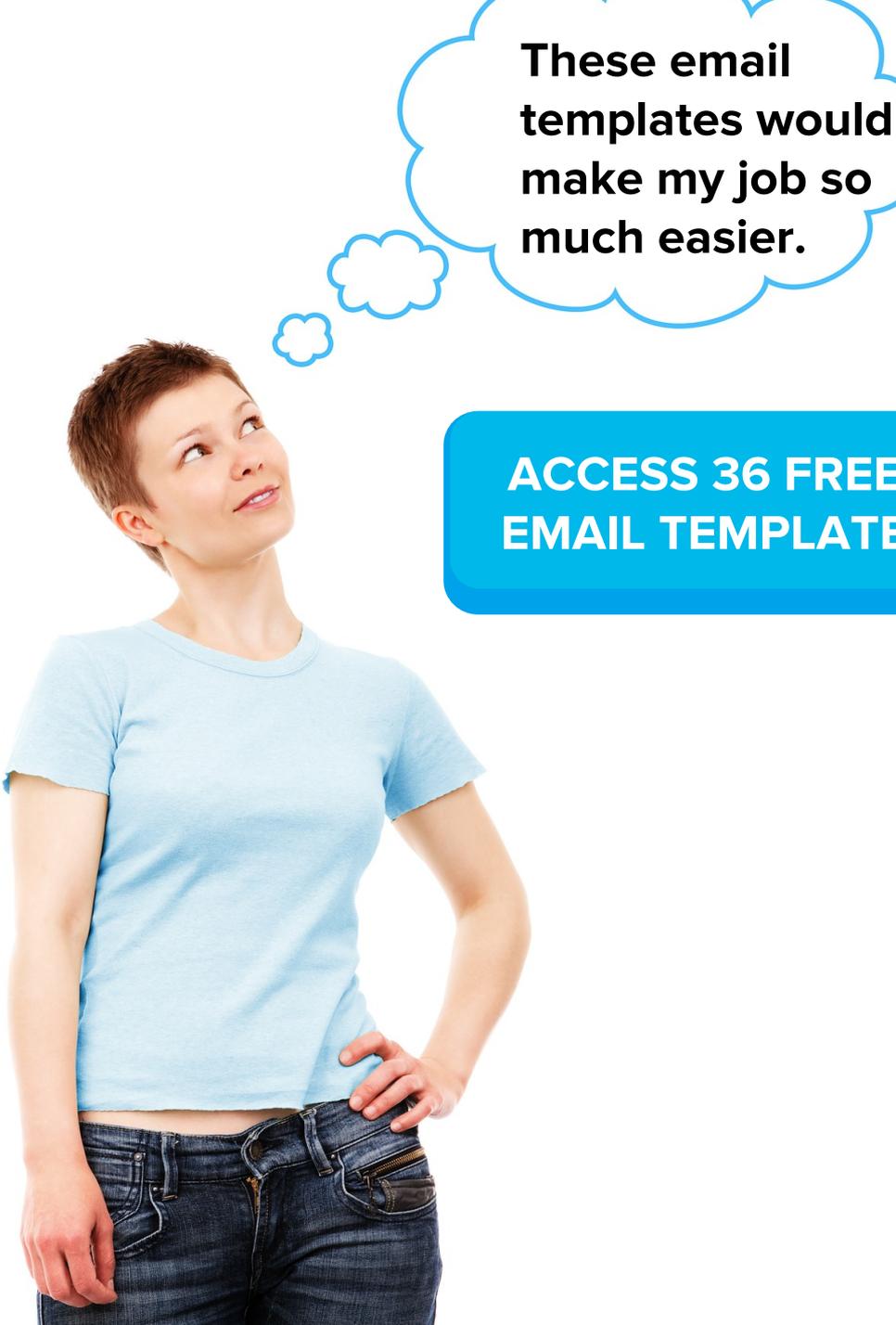
*Storytelling* is a useful tactic,  
but don't just tell a story...

Cast your prospect as the  
protagonist.



**These email  
templates would  
make my job so  
much easier.**

The word  
imagine  
allows  
prospects to  
not only hear  
about what  
the product  
can do, but  
picture  
themselves  
with it.



**These email  
templates would  
make my job so  
much easier.**

**ACCESS 36 FREE SALES  
EMAIL TEMPLATES NOW**

The word  
imagine  
allows  
prospects to  
not only hear  
about what  
the product  
can do, but  
picture  
themselves  
with it.



*See: show:*  
*hear: tackle*

So it's not technically one word, but  
they're all in one family:  
*the sense evoking family.*

So it's not technically one word, but they're all in one family:  
*the sense evoking family.*

Use sensory language to grab your prospect's attention.



*Their Name*

Similar to “you,” using their name shows your presentation is *customized just for them.*

Similar to “you,” using their name shows your presentation is ***customized just for them.***

Get people to pay attention and even like you more by using their name.



# *Power Words*

Incorporate power words to  
*provoke strong feelings*  
throughout your sales conversation.

Incorporate power words to  
***provoke strong feelings***  
throughout your sales conversation.

Spirit Hero Magic Stunning Devoted  
Triumph Hope Bravery Mind-blowing Blissful  
Spectacular Amazing Grit  
Victory Wondrous Breathtaking Jubilant  
Guts Faith Daring Cheer  
Fearless Conquer



*Because*

Imagine this scenario:

Two people ask to cut you in line,  
one says:

***“Can I cut in front of you?”***

The other says:

***“Can I cut in front of you, because  
I’m late for work.”***

Imagine this scenario:

Two people ask to cut you in line,  
one says:

***“Can I cut in front of you?”***

The other says:

***“Can I cut in front of you, because  
I’m late for work.”***

***Which would you say yes to?***



Ellen Langer, social psychologist and professor at *Harvard University*, conducted a study that shows people are 20% more likely to do something you ask **when you include a reason.**



*Opportunity*

Your prospects already know  
they have problems;  
***it's your job to fix them.***  
Don't restate their problem.

Your prospects already know  
they have problems;  
***it's your job to fix them.***  
Don't restate their problem.

Express that you see an opportunity  
to make it run more smoothly.



That's it, those are  
the **13 words**.

The 13 words that  
have the power to  
*gain prospects trust.*

The 13 words that  
have the power to  
*close more deals.*

The 13 words that have the power to transform you into a ***SUPER SELLER.***



**You know the words  
-- now you need to  
use them.**



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