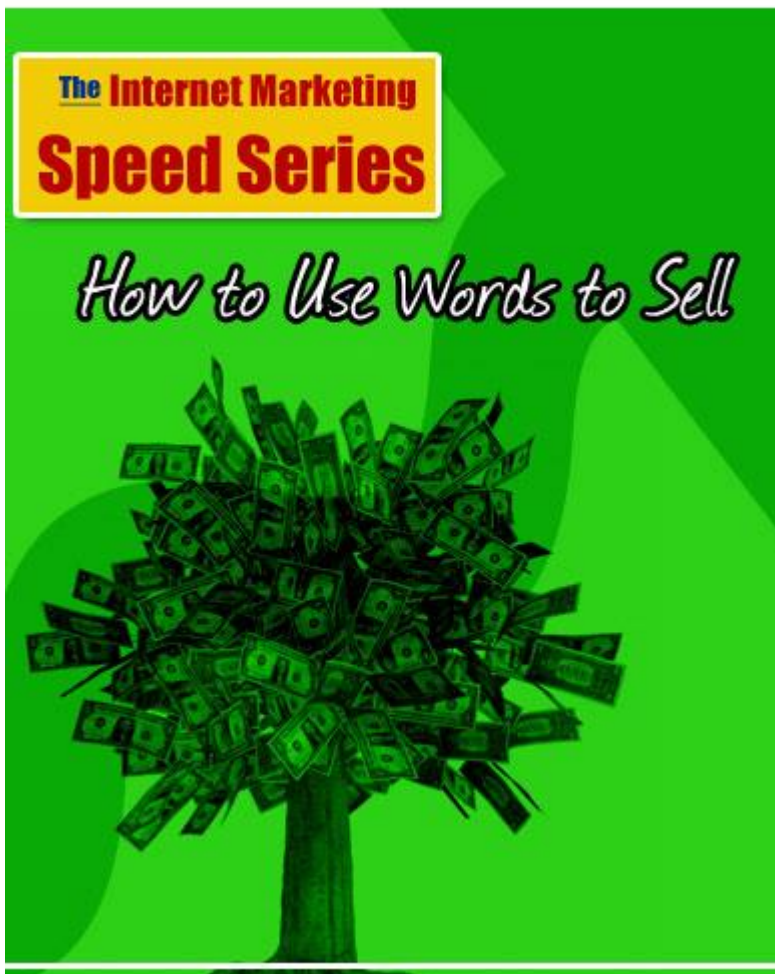




**THE INTERNET MARKETING
SPEED GUIDE SERIES:**

How to Use Words That Sell

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How to Use Words that Sell

Introduction

One of the most powerful tools in your sales arsenal is the informed and judicious use of words and terminology. Words have the ability to entice a prospect, hold the attention of the potential buyer, and ultimately result in the establishment of a relationship that not only results in a sale today, but helps to create other sales activity in the future.

At the same time, words have the power to turn away potential clients, make people feel unappreciated, and ultimately lead to not only the loss of a sale today, but also the loss of sales opportunities in the future.

The effective salesperson knows the importance of choosing the right verbiage to present both the seller and the product. Whether in verbal communications or in the creation of written documents such as sales brochures, letters and emails, or any other type of promotional materials, using the right words in the right places is key to being successful at the task of sales.

Here are some ideas that will help you hone your sales vocabulary, and enhance your ability to utilize words that ultimately lead to productive client relationships.

How to Use Words to Sell

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