



Non-Negotiable #6

# COMMUNICATION

INSTANT SALES TACTICS

The sixth Non-Negotiable for Sales Success is **Communication**. That might seem obvious, but what we mean is that your message then must be clear, concise and consistent.

## WHY Communicate Well

If you don't communicate well, you will confuse the prospect or client. And confused people will not take action. Unless your message is clear, concise and consistent, prospects and clients won't get it. And if they don't get it, game over!

### **Keep It Clear, Concise & Consistent!**

The more clearly you communicate, the more prospects and clients will respond positively. That builds your confidence, which increases your ability to communicate. And on and on it goes.

## HOW TO Communicate Well

How you communicate your message is done with words: how we choose our words, how we say those words and the picture we paint for the prospect or client with those words.

It starts with using the right words. Are they precise? Do they create interest? Do they help the prospect or client understand your message?

Next is how you say your words, the tone, pace and inflection of your voice. Do you sound monotone, flat, sick or diseased? Or do you sound excited, passionate and confident.

The right words with the right tone, pace and inflection will give your prospect or client a message that is clear, concise and consistent.



- 1 Prospecting
- 2 Planning
- 3 Focus
- 4 Measurement
- 5 Preparation
- 6 Communication
- 7 Differentiation
- 8 Integrity
- 9 Impact
- 10 Accomplishment



## **RIGHT NOW ACTION STEPS**

- ▶ Decide on your message. Keep it simple!
- ▶ Choose words that clearly and concisely deliver your message.
- ▶ Practice delivering your message out loud until you have the tone, pace and inflection that you want.
- ▶ Make 10 calls using your new message.