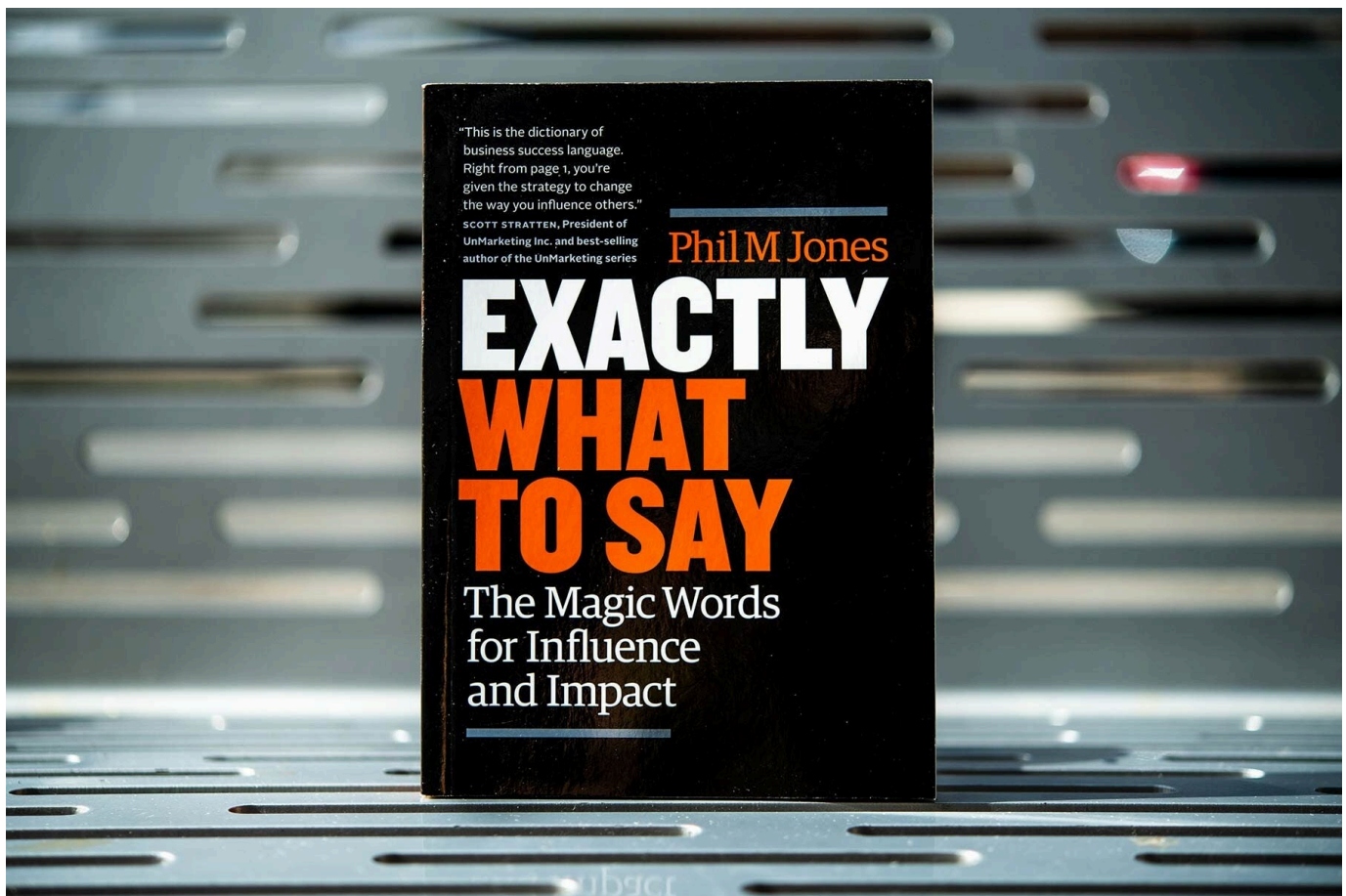




# Exactly What to Say

## The Magic Words for Influence and Impact



The Defining Difference  
BY CINDY ERTMAN

Cindy Ertman  
The Defining Difference  
[www.TheDefiningDifference.com](http://www.TheDefiningDifference.com)  
[Info@CindyErtman.com](mailto:Info@CindyErtman.com)  
Phone: 310-295-1130



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The Magic Words for Influence and Impact - by Phil Jones

**By definition, influence is the ability to affect the behavior of others** in a particular direction, leveraging key tactics that involve, connect, and inspire them. Mastering effective influencing skills, or the art of persuasion, opens the door to increased sales, greater employee retention, and a more positive overall client experience. Following are some key takeaways from the book, ***Exactly What to Say*** with the opportunity for you to role play scenarios in your own life.

***The worst time to think about the thing you are going to say is in the moment you are saying it.***

Magic words are sets of words that talk straight to the subconscious brain. The subconscious brain is a powerful tool in decision-making because it is preprogrammed through our conditioning to make decisions without overanalyzing them.

### 1. I'M NOT SURE IT'S FOR YOU, BUT...

This causes the listeners subconscious brain to hear: ***"There's no pressure here, you might want to look at this."*** By suggesting that they may not be interested, you naturally increase their intrigue. It fires an internal driver that tells them a decision needs to be made and this soft approach assures that this decision feels unpressured. One of two things happens: your listener leans in and asks for more information because they are personally invested, or they say they will give it some thought.

***"I'm not sure it's for you, but this option is available for this month only, and I would hate for you to miss out."***

### I'M NOT SURE IT'S FOR YOU, BUT...

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#### 2. HOW WOULD YOU FEEL IF...

**People are motivated by two things:** avoiding a loss or acquiring a potential gain. People will work harder to avoid a potential loss than they will to achieve a potential gain. Some base decisions on emotion and some on logic. But decisions are always made for emotional reasons first. These words get people excited about their future and give them a reason to move toward the good news or away from the bad news.

*“How would you feel if you turned this around?”*

#### HOW WOULD YOU FEEL IF...

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#### 3. JUST IMAGINE...

Every decision humans make is made at least twice. It's first made in their mind before it's ever made in reality. Creating pictures in the minds of others is done by telling stories. When you hear the words “Just imagine” the subconscious brain imagines a picture of the very scenario you are creating. Just imagine scenarios help to drive people to do the thing you want them to do.

*“Just imagine what it would feel like to wake up with your children in your new home.”*

#### JUST IMAGINE...

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#### 4. DON'T WORRY...

You know when you can see and feel the anxiety in somebody, when they are uncertain about what to do next or perhaps even fearful. These two Magic Words provide instant relief and you can typically see the change in the recipient.

***“Don’t worry. I know you don’t know what to do right now, but that’s what I’m here for. I’m here to help you through this process and overcome all the hurdles as they crop up along the way.”***

#### DON'T WORRY...

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#### 5. THE GOOD NEWS...

These words provide you with a tool to spin a negative into a positive using a technique called **labeling**. Once you apply a label to something, it becomes impossible for the other person to shed that label. It is the acceptance of this new label that creates the ability to change the direction of a conversation and move it toward a more positive outcome.

***“The good news is that we have dozens of people who were in exactly the same situation when they first started, and they have gone on to be successful and are here to support you, too.”***

#### THE GOOD NEWS...

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#### 6. BEFORE YOU MAKE YOUR MIND UP...

Moving somebody from a “no” to a “yes” is nearly impossible. Before you can move someone to full agreement, your first action is to move them to a position of “maybe”. These simple words can move people from a position of no and allow the negotiation to continue by making them look at it from a different perspective.

***“Before you make your mind up, wouldn’t it make sense to speak to a few more people about the difference this could make for you and your family?”***

#### BEFORE YOU MAKE YOUR MIND UP...

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#### 7. JUST OUT OF CURIOSITY...

Use these words when you are faced with the common objection ***“I just need some time to think about it”***. This is just an excuse to push their decision to another day. What you want from their response is not a guaranteed commitment, but honesty in the discussion so that you both know what the true obstacles are.

***“Just out of curiosity, what is it that’s stopping you from moving forward with this right now?”***

#### JUST OUT OF CURIOSITY...

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