

Sales Code

THE KEY TO INFLUENCE

🌀 **Powerful Language!** 🌀

Congratulations on taking one small step to **improving** your selling career. Below you will find selling words that you **must** use on a regular basis. They are **PROVEN** to work. They can move your presentation from average to **awesome!**

Adding **exciting** or influential words to your presentation makes a **huge** difference. In Sales Code we have over a 100 plus words that can spice up your presentation. Making your sales process more **exciting, and dynamic**. In addition, we have a couple of application exercises in the **30 day** plan to **infuse** words that work into your pitch. Here are just a few **proven** examples.

- **It is easy.** People like to save time, and make it simple. Example: **The 6 steps in Sales Code are easy to learn and master.** In a few short weeks you will double your sales results.
- **Proven Results.** Driver and Analytical individuals like proof. They need to see substantial results. So use the words they want to hear. Example: **Sales Code has proven results, check out our testimonials.**
- **Guaranteed.** You don't have to give a guarantee to imply a guarantee. For some people safety, a guarantee is important. Give it to them through language. Example: **Sales Code guarantees more sales in your future.**
- **New.** We all love new stuff. Gives us a sense of achievement, accomplishment, and even happiness. Let folks enjoy their purchase, and the sales process. Example: **Sales Code is a new and exciting Master Sales Training Program.**
- **Great.** Let me ask you this question; would you like to feel good or GREAT? I know the answer. Make your product sound great. Example: **Sales Code is the greatest sales secret in the last decade.**
- **Imagine.** People think in sub-modalities. Basically 3 ways to think and process the world: see, hear and feel. You have to use language that appeals to all 3 types of folks. It is the reason we cover these characteristics in Sales Code (page 86-87 and the 30 day plan (page 6)). Therefore, speak in their language. Example: **Imagine if your close ratio doubled in the next 10 days.** I might add, we would do a sound and feeling language pattern here too. Example: **What would people say about you if your close ratio doubled in the next 10 days.** Example: **How would you feel, if your sales ratio doubled in the next 10 days.**
- **Can't do without.** Implies there will be hole, or you will miss out. People are often negatively motivated. They don't want loose. In fact it has been proven folks will do more not to lose than to win. Example: **Sales Code is sales training tool, professional salespeople can't do without.**
- **Powerful.** Drivers love to be in control and powerful. Use language pattern that drive them to the

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sale. Example: Sales Code videos are powerful. They give you all the skills to be a Master Salesman.

- **Effortless.** Why work hard. People like easy. Example: **Sales Code makes selling effortless.**
- **Dreams.** Dreams are often better than reality. We often want more in life. Give it to them! Example: **Sales Code makes you a selling machine. You will make more money than you ever imagined. What will you do with the cash? A new car. Boat. Vacation!**
- **Hard evidence.** Analytical folks like proof. Statistics and evidence. Use terms they like. Example: **The hard evidence is clear, Sales Code is the GREATEST sale training program in the last decade.**
- **Logical.** People buy for emotional reasons and justify with logic. Applying logical statements in your sales script adds “reasons” for people to buy. Example: **If you saw value in these brief educational statements, and language patterns, it makes perfect logical sense for you to take the next step to success and buy SALES CODE. It is jam packed with hundreds of word, language patterns, and closing statements that make huge difference.**

Buy Sales Code at www.salecode.com

Improve your personal and professional selling. In these materials you will learn, proven strategies to increase your sales skills, and knowledge. You will learn to:

- 7 Foundational Techniques
- 15 Closing Statements, and scripts
- 25 Plus Hypnotic Language Patterns
- Understand the 4 Types of People
- 13 Strategies for Selling from Stage
- Use NLP for Influence
- Inject Magic “Words” into your Selling
- A 30 Day Plan for Success & Application



Thanks for dropping by.

Yours in Success

Jim Francis