

# Big Words Lead to Big Confusion

If your sales presentation sounds like it came from a corporate brochure, change it! Language on the sales “street” is often different than the language created for brochures and marketing materials. Those are created to help you in your conversations with customers – not to be the conversation itself.



By Brian Sullivan

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## Customer interactions

Be yourself. Act like you are talking to a friend. Don’t recite your presentation from the PowerPoint that’s behind you or just spew out your company mission statement. Your job on the outside is to translate the message created on the inside. In fact, you exist in sales because you are good at taking an often complex message and getting to bottom-line benefits.

Here are some examples of “over-speaking” I recently heard uttered to customers from the mouths of misguided salespeople:

- “Our product increases efficiencies.” (What on earth does that mean?)
  - **Better translation:** “I can save you an hour each day.”
- “You will maximize your workflow utilization” (Hey Buddy, try utilizing the English language next time)
  - **Better translation:** “You can get more done without adding more employees.”
- “Other clients have seen significant outcome enhancement.” (The outcome of that statement is that the customer wants you out the door)
  - **Better translation:** “I have three clients just like you that saved 15 percent in expenses, increased profit by 10 percent and reduced their insurance rates by 17 percent.”

So this week, while delivering your sales presentation, keep it real. Think about what you would need to hear as a prospect to get you excited by focusing on the plainspoken benefits. You will arrive at those benefits by answering this question at least three times. HDTHMP-How Does That Help My Prospect?

When you can no longer answer that question, you will have arrived at the real reason the prospect needs your product or service. And by delivering your value in its simplest form, your prospect will come to the simple conclusion that they cannot live without you. ■

