

# The Winning Words

## Sales Words

- Use “**investment**” instead of “**cost**” or “**price**.”
- Use “**let’s put it in writing**” instead of “**sign the contract**.”
- Use “**compensation**” instead of “**commission**.”
- “Let me **double-check**.”
- “This is **standard**.”

## Negotiation Words

- “It’s a **fair** offer. ”
- “This sounds **reasonable**. ”
- “That’s not **unusual**.”
- “I want to make sure you’re **comfortable**.”

## Service Words

- “**I understand** where you’re coming from.”
- “You’re a **high priority** to me.”
- “So what I’m **hearing you say** is...”
- “Let me see what I **can do**.”
- “I’ll do **my best**.”