

## ***Diction, Mirroring, Pacing, Voice Tone, Fill Words & Learning to SHUT UP - 4.5 Minutes***

0:01 Okay, in this video we're gonna talk a little bit about the actual conversation that you're having. Keep in mind that you're speaking to business owners, people who make decisions, who don't have time, and who want to take in and absorb information as fast as possible.

0:16 Yes, sometimes you're going to have longer chats, but that is going to be at the behest of the prospect. So don't assume sort of a friendly nonchalant tone.

0:27 Always assume first that they don't have the time, and always maintain a very professional approach. And let's just cover some of those details here.

0:38 You have two things to be aware of at all times, how you say something and what you say when you're speaking.

0:46 Always be very, very clear and direct. Don't interject a whole bunch of unnecessary stuff. Any background information. Don't talk about things that are not directly and immediately relevant to that moment or question or stage of the sales process.

1:07 Consciously work to eliminate filler words like yep. Well okay, great. You know, a lot of repetition. Get rid of all of that because it is very annoying for people to listen to who have, you know, their business hat on.

1:25 If you're speaking to someone you know, an employee at a company they have all the time in the world and you're just yaking along, work on eliminating all of those filler words and listen to your recordings.

1:38 Also match the speed of the prospect's speech. Some people are gonna speak real slowly and you have to match that.

1:45 If you speak too quickly, then you're gonna lose them. If they speak very quickly and you speak too slowly, you're going to lose them.

1:54 So understand that you have to look at matching that, that, that speed, because it is what builds trust. People will only buy from you when they know you, like you and trust you, and all they have is your voice on the phone, essentially.

2:10 Don't use any slang unless the prospect uses slang, then mirror to match. So be very careful in interjecting the type of language and content that the prospect is not using.

2:24 So be aware of that. So don't try to use slang just because you know the term. Avoid any kind of urgency in your voice.

2:35 Remember you're talking to business owners and they have a b\*\*\*\*\*t meter that is very sensitive, and they have a b\*\*\*\*\*t antenna that is very, very high.

2:46 So they're gonna know BS real fast. So don't sound like you are, you know, running out of a burning house.

2:54 Basically maintain a calm You know, always speak with calmness and with conviction in your voice, like you know what you're talking about.

3:05 And just basically have a professional conversation with another professional. And always being mindful of the fact that these are business owners whose livelihoods depend on them bringing more money in the door.

3:20 So respect that, keep that mindset that they're in your position. They're in exactly the same position as you are in, and as I am in.

3:29 So that's important in terms of what you say, don't b\*\*\*\*\*t, you know, don't come up with all kinds of crap because they're gonna know that it's b\*\*\*\*\*t.

3:38 And like I just mentioned, they have a b\*\*\*\*\*t meter and a b\*\*\*\*\*t antenna, and they're both very, very sensitive and stick to the facts.

3:45 If you don't know an answer to something, then just say, you know, I don't know the answer to that. You're going to get a lot more respect for that than trying to come up with some bs.

3:54 And this part is very important. Be brief in your responses. Once you've answered a question or you've made a point, shut up, there will be some dead air.

4:05 Let them fill it and it's gonna be a bit uncomfortable for them, but learn to shut up. That is probably one of the biggest things, is knowing exactly when to say nothing and never talk about something you have not been asked about.

4:26 Whenever you introduce extraneous information, you are going to lose because the only thing that will happen is that they will have five more questions and the whole call is going to spiral out of control.

4:38 Never talk about something you have not been asked about and stay out of politics or religion. Sometimes people will ask you about this you know, how you feel about what's going on here or what's going on or, or whatever.

4:51 I'll steer clear of that because that is a minefield. And you could just respond by saying, you know what? I really don't keep up with stuff.

4:59 I've just, you know, kind of like, you know, I love what I do. I'm doing my work, so I'm not really, you know, up to speed on, on what's going on and move on from there.

5:09 So stay away from those topics. Anyway, that's that's it on that one. So let's move on. All.