

## **Idioms & Expressions - 5 minutes**

0:01 Idioms and expressions play a role, a large role in successful sales. And what I mean by that is understanding the very basic phraseology and turn of phrase used by the prospect.

0:18 And typically there's two, there are two categories to this. The first category are expressions that are used in the business.

0:26 For instance, some business owners in a specific industry would refer to their trucks as rigs. So they would say, you know, we have four rigs.

0:37 Another person might say, we have four trucks. Another person might say something along the line, you know, they might say, we have four service vehicles.

0:48 So once you become familiar with these, and it will be very quick, because as they're talking about their business, you are going to hear this terminology or units.

0:58 We have three units on the road. So they could say, we have three units, three trucks, three rigs, three service vehicles, three crews.

1:08 So that's five different ways of saying the same thing. And typically in the construction industry and the renovation remodeling industry, it's going to be pretty well one of these five.

1:19 So during your calls, you're going to take notes of, take note of these various expressions, and they will also typically use a handful of very common expressions specific to that industry.

1:32 The whole thing translates into about understanding and remembering maybe a half a dozen referrals references, rather references to how they describe the business and what they do.

1:47 Understanding this means you can very quickly start to speak in their own language, in ways they understand. For example, you can say, well, you know, if we are able to deliver another, you know, 20% more business to you, that means you can put another rig on the road, or you, or you'd say another service vehicle or another crew, or another team or another, whatever.

2:11 So now you are using their expressions and it doesn't take long. It takes just a handful of calls and you're going to understand the language of what they use to describe their own business and the mechanics behind their business.

2:25 So you're helping them grow their business. And in order to do that, we're driving them business and the way we describe it uses their own expressions in a way that they can understand it.

2:35 Like for instance, maybe, you know, we can, if we, let's say as an example, you say, well, you know, if we can, you know, drive enough business to get you an extra 20% more volume than you could maybe get another team on the road.

2:52 Something like that, something along those lines. So the basic idioms and the basic expressions are going to, to come you know, fairly quickly just in a handful of calls.

3:03 Basically, you're going to understand that industry and that's going to make your ability to communicate with these prospects extremely efficient and powerful.

3:15 And now their perspective is going to be, I am talking to a person who actually understands my business, but they're not going to think of it so overtly, but it's subliminal just by the fact that you're using the same terminology that they're using.

3:32 It's going to reflect on their ability to connect with you, know, you like you trust, you buy from you. This is all part and parcel of that.

3:43 Know you like, you, trust, you buy from you progression. Another form of expression, which is the second part, are local expressions.

3:51 In terms of how people phrase certain things. There are certain ubiquitous things that people say, but in some parts of the country, they're going to have, you know, more localized types of expressions in terms of how they greet each other or how they express themselves.

4:10 You're going to pick up on that very quickly. The point and the key, the key point here is to be mindful of understanding what those expressions are and what the IDMs are, because the more of that you use and absorb into yourself, you're, you're able to progress along that path of know you, like you, trust you, and buy from you.

4:33 Very, very quick, quickly, keep in mind and remember, this is a phone call and you're your voice and your tonality, your expressions is what you've got basically.

4:47 So everything comes down to that whole process of convincing someone on a high ticket sales item over a phone call and everything counts, idioms, and expressions as well.

4:59 Okay, so that's it for that one too.