

# 3 Things to Increase Sales-TODAY

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# Understanding Communication

	FACE TO FACE	PHONE	EMAIL/DM/TEXT
BODY LANGUAGE	55%	0%	0%
TONE & INFLECTION	38%	80%	0%*
WORDS	7%	20%	100%

1



LANGUAGE

A top-down view of seven light-colored wooden blocks arranged in a horizontal line on a dark, textured wooden surface. Each block has a red letter embossed on its top face, spelling out the word 'LANGUAGE'. The letters are L, A, N, G, U, A, G, E. The blocks are slightly offset from each other, creating a sense of depth. Several other wooden blocks are scattered around the main row, some showing different letters or symbols in black or red.

## **TOO SALESY**

Price/cost

Most

Guarantee

Pitch

Cheap

Prospect

Feature

Contracts

## **BETTER**

Value

Some

Proven / Measurable

Conversation

Cost Effective

Client

Benefits

Agreements

# Wording Matters

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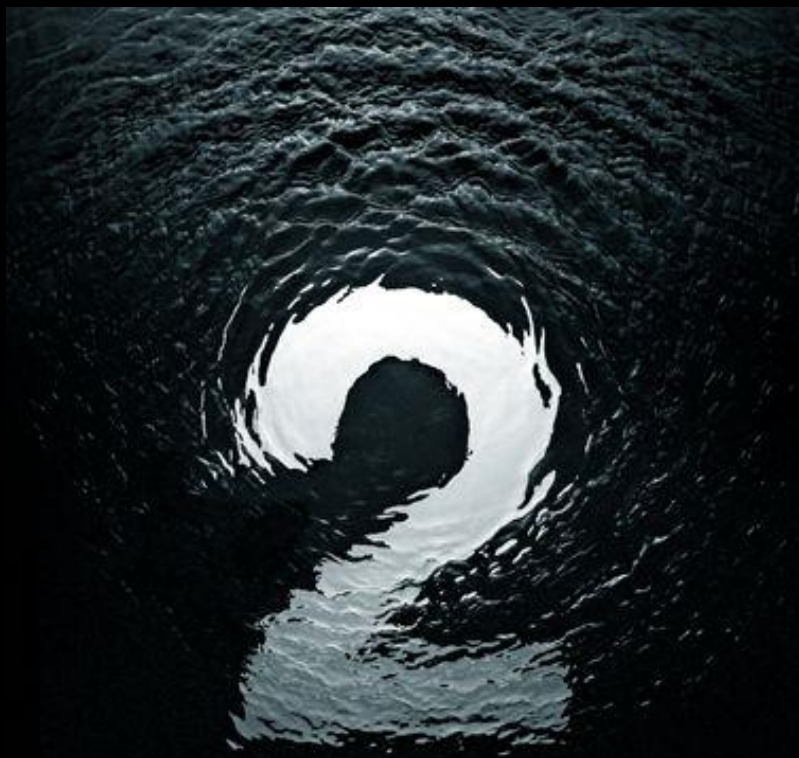


# Everything is Input

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Your Brain cannot process the Negative in Language





# Mirroring

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Matching and Mirroring is key

- Physical movements (3-5 seconds)
- Posture
- Volume
- Speed
- **Wording**





3



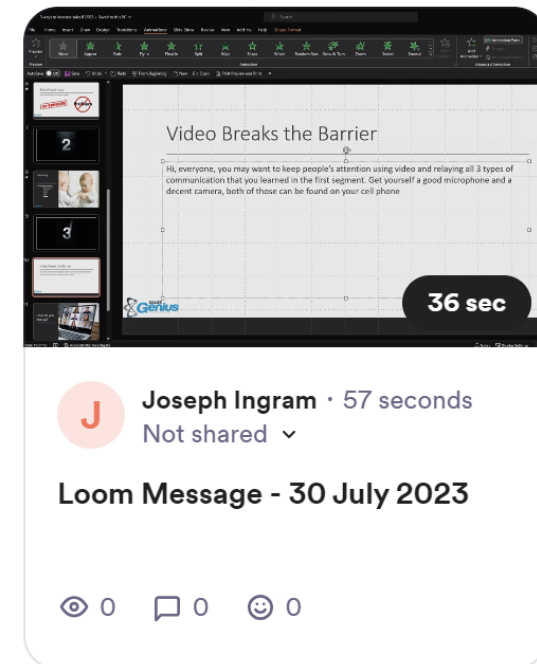
# Video Breaks the Barrier

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Hi, everyone; you may want to keep people's attention using video and relaying all 3 types of communication that you learned in the first segment. Get yourself a good microphone and a decent camera; both of those can be found on your cell phone

<https://www.loom.com/>

<https://www.hippovideo.io/>



How do you  
line up?

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# BONUS

## Technology

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Text over calling

Digital Business Cards

Canva – Link Page (for link in bio)

URL utilization