

Exactly What To Say:

The Magic Words for Influence and Impact



EXACTLY WHAT TO SAY

PHIL M JONES

Box of Tricks

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“Exactly What To Say, is a masterclass in the art of influence, persuasion and generating top producing business results. This is a must read for anyone looking to be more persuasive in their business and personal lives.”

—**Seth Price, bestselling author of *The Road to Recognition***

Words have the power to change decisions, fates and fortunes, yet few people purposely wield them. In this practical, digestible book, bestselling author and international speaker Phil Jones shares how simple language techniques can transform the success of conversations.

Developed over years of successful (and unsuccessful) sales negotiations and training more than two million sales staff across the globe, Jones offers 22 powerful phrases that can easily be interwoven in one’s everyday exchanges. Each chapter explores the psychology behind the effectiveness of a simple set of words before providing examples of how to utilize them in varying situations.

Exactly What To Say keenly focuses on the importance of recognizing and acknowledging motivation when interacting with others. Readers will learn how to:

- Create a rejection-free approach to conversation that increases a listener’s comfort;
- Use the universal desire to be open-minded to build intrigue and influence;
- Diffuse arguments or ‘I know best’ attitudes with simple, open questions;
- Build trust and camaraderie by using comparisons;
- Help others make time to reach important conclusions.

Underpinning each section is the belief that good sales strategies encourage decision-making that leads to greater wins, not just fewer losses. Concise, motivating and—most importantly—effective, *Exactly What To Say* empowers readers to understand and excel in the art of conversation... and business.

About The Author

Phil M Jones is a bestselling author who is widely regarded as one of the world’s leading sales trainers. He has trained more than two million people across five continents and more than 50 countries, coaching some of the biggest global brands in the lost art of spoken communication. In 2013 he won the British Excellence in Sales and Marketing Award for Sales Trainer of the Year, the youngest-ever recipient of that honor. He divides his time between London and New York.

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