

## Exactly What to Say – The Magic Words for Influence and Impact

Quite often, the difference between success and failure in business can be pinpointed to the compounded impact of your conversations. Words matter and understanding how you can use language to control a conversation is certain to provide you a fair advantage in your challenging marketplace.

Whether you are looking to lead your team, are in a sales conversation with a client, or negotiating with a supplier – knowing the right things to say, in the right way and at the right time is certain to have instant positive outcome on your results.

This thought-provoking session will have you enthralled from the very start as you discover the power that language has over the subconscious brain, gain practical examples that you can apply instantly and learn how the “Magic Words” from Phil’s best-selling book are applied to your specific business-critical situations.

This session delivers immediate actionable outcomes, where you can expect to be keen to work on your new word choices as early as the next break that follows!

# Speech Description

Perfect for sales teams looking to improve their conversions, leaders looking to have more Impact, and team members with goals of having more influence in their daily conversations.