



## NLE Quick Tip: Power Phrases That Influence

**Presenter: Rob Mosley, Senior Trainer & Managing Partner  
with Next Level Exchange**

Effective consultants and salespeople spend a fair amount of time refining their communication styles. After all, good communication skills are among the most in-demand soft skills; they're also essential for fostering strong relationships with team members, being a more effective negotiator, and motivating clients and candidates. Simple but powerful phrases can influence others and stimulate your customer's feelings and emotional decisions to buy from you. Do your words trigger a perception of a trusted advisor, a subject matter expert, or more of an order taker or vendor?

### **Meeting: "Power Phrases That Influence" by Rob Mosely**

**If you are reviewing this Episode with a team, watch the entire Episode. Use the notes below to identify the gaps between knowledge and application.**

**(Facilitator):** Remember that the language determines the conversation, the conversation determines the relationship, and the relationship determines your outcome or success. Let's look at some common phrases and see if we can adjust them more effectively.

**Common phrase:** *"Does that make sense?"*

Why would we not want to use this phrase?

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How could you ask, *"Does that make sense?"* differently to get a more authentic response?

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**Common phrase:** *"Maybe we should try..."*



That isn't the best way to position your suggestion. Explain why:

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What should you say instead of, *"Maybe we should try..."*

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List three phrases you should avoid using:

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What should you say instead of, *"Do you know what I mean?"* or *"If you know what I mean?"*

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Rather than saying *"I can't"* or *"I'm not able to"* when you are declining a request, what should you say that will indicate your willingness to find a workable solution?

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One of the first default statements we commonly hear when reaching a new client or candidate by phone is, *"Have I reached you at a good time?"* or *"Is this still a good time?"* Why should we avoid those phrases?

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What should your response be when you've helped someone else and they say thank you?

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What response should you NOT use when someone thanks you? Why?

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Last but not least, *"You need to calm down"* Yikes! This comment guarantees the person you are speaking with will do anything but calm down! What should you say instead?

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Why is your alternative response to *"You need to calm down"* a better option?

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**(Facilitator):** Words are a powerful tool in business because they communicate ideas, convey information, and make persuasive arguments. They can motivate employees, persuade customers, and negotiate deals. How words are chosen and used can significantly impact how a message is received and understood and can even shape your reputation and company image. While simple shifts in language won't solve all communication issues, being more precise and action-oriented in your language can make a difference. Words matter!