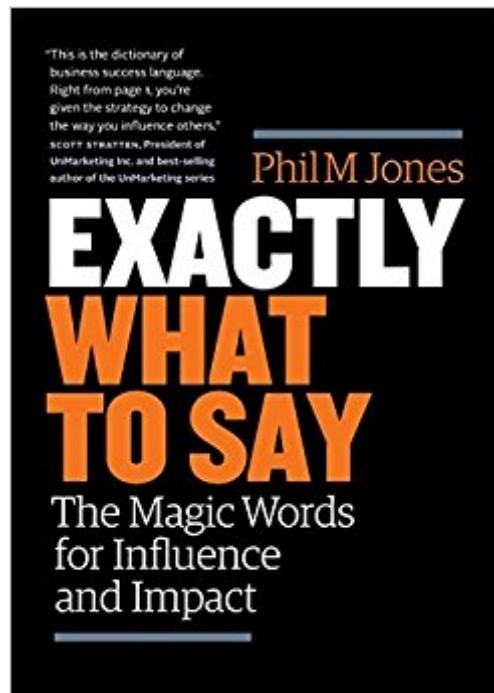




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# Exactly What To Say: The Magic Words For Influence And Impact



## Synopsis

Often the decision between a customer choosing you over someone like you is your ability to know exactly what to say, when to say it, and how to make it count. Phil M. Jones has trained more than two million people across five continents and over fifty countries in the lost art of spoken communication. In *Exactly What to Say*, he delivers the tactics you need to get more of what you want.

## Book Information

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## Customer Reviews

Praise for *Exactly What to Say*: "Abracadabra--you are a millionaire! That is what will happen if you follow the advice from Phil Jones in this book."--Jeffrey Hayzlett, primetime TV and podcast host, chairman of C-Suite Network "Indeed, the right words spoken the right way, while perhaps not actually magic, can sure have the results of such."--Bob Burg, co-author of *The Go-Giver* "I think Phil says it best himself at the end of this fabulous read: "Everything you have learned in this book is simple, easy to do and works." It's tried and tested, proven and guaranteed to help you get your own way more often."--Philip Hesketh, professional speaker and author on the psychology of persuasion and influence "If you want to get prospects, clients, colleagues, bosses or anybody to say "yes" to what you want, I have three magic words of advice for you: "Get this book!"--Sylvie di Giusto, keynote speaker and corporate image consultant "This book is packed with ideas and easy-to-implement suggestions that will assist any individual in obtaining the outcomes they require from the conversations they have." --Grant Leboff, CEO, StickyMarketing.com "Exactly What to Say" is packed full of real-world solutions that will lead you to achieving the outcomes you desire

in life and business."--Richard Dixon, director, Holidaysplease "If you want to sell more and influence better, then this book is as close as you&apos;ll get to a magic wand or silver bullet to success!"--Rob Brown, founder Networking Coaching Academy and bestselling author of Build Your Reputation "Phil Jones helps uncover the truth in complex selling situations. These powerful phrases demonstrate how to influence others with integrity while never seeming pushy. You&apos;ll use these gems each and every day."--Ian Altman, co-author of Same Side Selling, Forbes.com columnist "Exactly What to Say" could replace just about every other book on human behavior--it&apos;s that useful."--John Jantsch, author of Duct Tape Marketing "In this short but powerpacked book, [Jones] shares how to use certain key phrases to help you with the winning edge."--Bryan Eisenberg, NYT bestselling author of Waiting for Your Cat to Bark? and Be Like "Exactly What to Say" 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

Best-selling author and multiple award-winner Phil M. Jones is highly regarded as one of the world's leading sales trainers. He has trained more than two million people across five continents and fifty-six countries and coached 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 has also written a series of best-selling books and developed a number of online training courses that have enrolled tens of thousands of members around the world. Phil divides his time between London and New York.

I almost never write reviews of books I buy on but felt compelled to write one for this book. What can one say about "Exactly What to Say"? I believe it is a seminal book for communicating effectively in business. As an owner of businesses, I can say exactly this. It is a MUST READ FOR SALES TEAMS large or small. How often have sales been lost due to an errant word or a missed opportunity to say the right thing in the moment? I can tell you that it happens all the time and maybe even MOST of the time. This book will help re-wire your brain to be more thoughtful in the words you use to better reflect the intention you have and the outcomes you want. This is probably one of the most practical books I've ever read on the subject. I was amazed at how useful the information was and how easy a read. I highly recommend it.

Invest less than 60 minutes reading this book and gain thousands of hours of influential conversations. As an attention expert, I am constantly looking for resources to recommend to our

clients. Phil Jones brilliant book is jam-packed with actionable examples of words and phrases you can use personally and professionally to get the attention of your clients/members/customers/team/buyers and those you love and deliver greater results at home, at work and in your community. If you are in sales or leadership this is a MUST read book. Buy a copy for yourself and your team. Share it generously because Phil has created an easy to read book that you will reference continually in your everyday conversations. Pay attention to your words because they have the ability to change the world of the people you serve and deliver greater results that you can possibly imagine. Well done Phil Jones.

This book left me despondent. For the last 20 years or so I've been building my sales skill set, and for the last decade I've been a professional sales trainer. One of the principle duties of an effective trainer is to make complex concepts simple to understand and easy to implement. What Jones does in this book is precisely that, and I'm gutted that somebody else wrote this book and not me ;-). If you're frequently stuck for what to say to prospects or customers or team members or family, or if you feel that you're rarely in control of conversations or outcomes, and you want to be better at making bank and making friends, then you should read this book once a day for a week, once a week for 2 months, then once a month until it all sticks. It's only a 40 minute read, and one of the most powerful and effective instruction manuals for salespeople and leaders that has ever been written. If you want to be a better, clearer and more convincing communicator, and you don't buy this book, then you risk rendering yourself irrelevant. It's that good. And now mandatory reading for all of my own clients.

Most business books are too long. They're stuffed with extra words to make the book bigger and thicker. At best, readers sift through all the fluff and leave with a few good nuggets. Phil Jones has removed the fluff and has written a book of just the (solid gold) nuggets. I love words, and I'm fascinated by the art of influence and persuasion. In *Exactly What to Say*, Phil Jones gives us very specific phrases that can be used in many common scenarios to help anyone improve their influence. This book is perfectly titled. It actually does tell you *Exactly What to Say*.

I was skeptical that a book 90 pages long could teach me very much. I'm excited to say that it taught me a lot. So much so that I reworked my entire newsletter with insights from the book and saw results right away, with a sale and more opens than usual, for a mostly advertising email to ask people to attend a training course I'm hosting. If you're wanting to increase your sales, and you

realize language is the way to do it, won't you consider this simply helpful book as a way to do it? Isn't your success worth a \$15 investment, \$8 on the Kindle?

Phil Jones delivers an exceptionally valuable book that helps professionals and novices alike to understand the exact words to use in nearly every situation to have better conversations with customers, colleagues, and even family members. For anyone in a sales role, this book will become a quick reference guide for those times when you are searching for the right words. You'll find the exact right phrase in this thoughtfully organized book. I've given many copies already, and know this will be a valuable book for years to come.

Just imagine yourself across from a prospect. How would you feel if they raised an objection you hadn't considered? I bet you're a bit like me, you'd get stressed and talk too much. Don't worry. Phil Jones' book is here to help. "Exactly What to Say" took me longer than normal to read because I kept sharing nuggets with my clients and colleagues. I was happy to find magic words that I regularly use in my leadership and fundraising trainings. But I found even more phrases I'd never thought about using in this context. Better than just giving phrases to use, Phil tells you why the phrases help your communication. There are two types of people, those who focus on themselves by getting stressed and talking too much when a conversation seems spiralling out of control. And those who can stay focused on the other person and helping them make a decision because they know exactly what to say. The good news is this book gives you a short cut to becoming the second type of person.

Ã Â I've read this book twice and still traveling with it! I love it, so much so that I re-wrote a speech and a blog post based on the learnings from the book. If you haven't ordered it, do it now! A quick read for anyone who needs some simple phrases that influence and persuade. But also provides an amazingly sophisticated take on the structure of language to engineer successful outcomes with the words you choose.

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