

THE PHRASE SWAP SHEET

10 phrases to swap on sales calls, plus a practice drill.

Same job, same price, just a different voice. These swaps keep you confident and honest. Say only what is true. Never promise something you cannot deliver.

THE 5 SWAPS FROM THE VIDEO

Instead of

I don't know.

I think so.

I'll try.

Trust me.

I hope we can work together.

Say

I'll find that out for you.

Let me confirm that for you.

I'll take care of that.

Here is a customer you can call. (only with their OK)

I'm looking forward to working together.

5 MORE SWAPS

Instead of

Sorry to bother you.

It's kind of expensive.

Um, so basically...

Does that make sense?

I just wanted to follow up.

Say

Thanks for taking the time.

The investment is [price], and here is what it includes.
(pause, then the point)

What questions do you have?

Following up on [topic]. Here is the next step.

THE PRACTICE DRILL (10 MINUTES)

1. Read each swap out loud three times.
2. Record yourself on your phone answering: What does it cost? Can you start Monday? Why are you different?
3. Play it back. Count every weak phrase. Cross them off on the tracker below.
4. Do it again the next day. Aim for fewer each time.

CALL TRACKER

Call	Weak phrase I caught	What I said instead
#1		
#2		
#3		
#4		
#5		
#6		
#7		
#8		

Educational only. Results vary by business and by account. No views, followers or sales results promised.

Sound sharp. Now get on more calls.

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com