

# Sales Killers: Things Your Salesmen Should Never Say

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We've listened to thousands of calls, and come up with a list of phrases that invariably stall, or even kill, a sale.

Whether it's B2C or B2B, buyers are busier and savvier than ever...[top sellers must set themselves apart](#) from the competition and avoid saying things that will give the customer an easy out. They will come up with enough objections to buying your product; don't provide reasons for them!

To avoid sounding like a [typical salesperson](#), it is crucial to avoid the common phrases that typical salespeople use. Here are some of the phrases and words you or your team should NEVER use:

**Never Say:** *"Is now a good time?" or "Do you have a minute?"*

**Reason:** This stale intro provides the customer an "out" and can result in losing control of the call. This approach is a dated sales technique that had relevance in the past, because it was very polite. As an opener in today's busy and direct world, it can prove fatal because the customer definitely did not schedule time to take your call. Therefore the answer is usually "NO" until you can prove you can be of value to them.

**Alternative:** *"I am glad that I was able to reach you!"*

**Never Say:** *"I am sorry to bother you..."*

**Reason:** We need to show confidence and belief in what we are doing. When we start out with "I am sorry" we say that what we have to speak about is not important.

**Alternative:** *"I appreciate you taking my call."*

**Never Say:** *"How are you?" or "How's it going?"*

**Reason:** This is an automatic giveaway of the typical sales person with no personal connection to the customer. We need to set ourselves apart from the rest. Go right into your connection with the customer—if you cannot come up with something unique to you and the customer, skip it!

**Alternative:** *“Last time we spoke you were super-busy...it looks like you have a little breathing room now!” or “How did you do with that presentation you were telling me about?”*

**Never Say:** *“I was just checking...”*

**Reason:** By using the word “just” we say that what we are calling about is not important.

**Alternative:** *“I am calling to make sure you have what you need...”*

**Never Say:** *“I was wondering...”*

**Reason:** The word “wondering” shows that we do not have a clear purpose and direction.

**Alternative:** *“I have a question for you.”*

**Never Say:** *“Keep us in mind.”*

**Reason:** We need to be an ORDER MAKER, not an order taker. By saying “keep us in mind” we are not taking control of the conversation. We are weak.

**Alternative:** *“When can we get back together again to discuss your thoughts?”*

**Never Say:** *“Buddy, Honey, Darlin’, Dude, Sweetie, Sugar”*

**Reason:** It is always appropriate to use a person’s name. NEVER make the assumption that you can call a potential customer by an alternate title. This can cause offense, and appear to be trying too hard to establish a relationship.

**Alternative:** *Use the person’s NAME! If you do not know, ASK!!!*

**Never Say:** *Do not OVERUSE their name.*

**Reason:** A person's name is their favorite sound. When we overuse it, we sound fake and insincere.

**Alternative:** *Use their name a few times early in the conversation to establish that you know who they are, and then pepper it throughout the dialogue and be sure to include their name when you close.*

Watch your language! If you find yourself using any of these 'sales killers' (which you probably do, because most people use them), you should stop immediately.

Whether you are working inbound sales calls, outbound sales, business development, or on the floor, watch your language! These sales killing phrases spell doom for your hopes of winning customers.

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