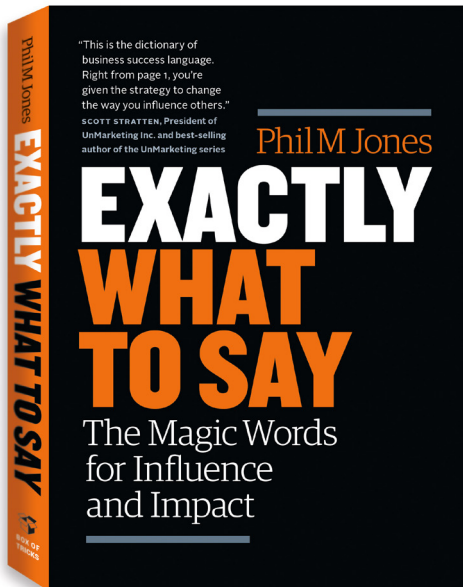


# Exactly What To Say:

## The Magic Words for Influence and Impact



**EXACTLY WHAT TO SAY**  
PHIL M JONES  
Box of Tricks  
ISBN: 978-0-692-88195-8  
July 26, 2017 (pre-order)  
5 x 7 – 148pp – Paperback  
\$14.99 US / \$16.99 CAD  
/ \$9.99 GBP

*“Exactly What To Say, is a masterclass in the art of influence, persuasion and generating top producing business results. This 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***

**W**ords have the power to change decisions, fates and fortunes, yet few people purposely wield them. In this practical, digestible book, bestselling author and international speaker Phil Jones shares how simple language techniques can transform the success of conversations.

Developed over years of successful (and unsuccessful) sales negotiations and training more than two million sales staff across the globe, Jones offers 22 powerful phrases that can easily be interwoven in one’s everyday exchanges. Each chapter explores the psychology behind the effectiveness of a simple set of words before providing examples of how to utilize them in varying situations.

*Exactly What To Say* keenly focuses on the importance of recognizing and acknowledging motivation when interacting with others. Readers will learn how to:

- Create a rejection-free approach to conversation that increases a listener’s comfort;
- Use the universal desire to be open-minded to build intrigue and influence;
- Diffuse arguments or “I know best” attitudes with simple, open questions;
- Build trust and camaraderie by using comparisons;
- Help others make time to reach important conclusions.

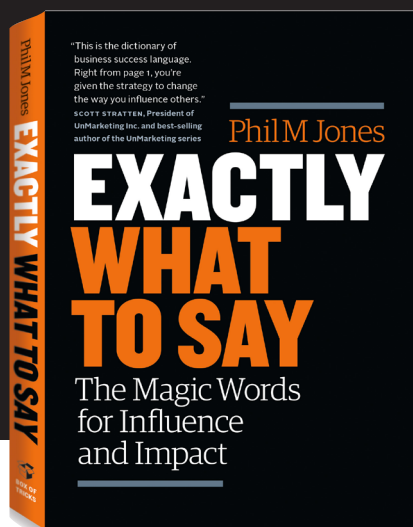
Underpinning each section is the belief that good sales strategies encourage decision-making that leads to greater wins, not just fewer losses. Concise, motivating and—most importantly—effective, *Exactly What To Say* empowers readers to understand and excel in the art of conversation... and business.

### About The Author

**Phil M Jones** is a bestselling author who is widely regarded as one of the world’s leading sales trainers. He has trained more than two million people across five continents and more than 50 countries, coaching 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 divides his time between London and New York.

To receive a review copy, or to arrange an interview with Phil M Jones, contact:

**Bonnie Schafer- [bonnie@philmjones.com](mailto:bonnie@philmjones.com) - +1 (724) 880 - 8570**



# Advance 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! Read it more than once and it means even more!

—**Jeffrey Hayzlett, Primetime TV & Podcast Host, Chairman C-Suite Network**

Indeed, the right words spoken the right way, while perhaps not actually magic... can sure have the results of such. Great job by the author in bringing us this very helpful guide.

—**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!” Magic Words is a must-read for everyone who sells a product, a service, a story or wants to impress, motivate, engage and influence others from the very first moment. Magic Words will help you to use the most compelling phrases, to ask the right questions at the right moment, and to eliminate the wrong words from your personal and professional vocabulary.

—**Sylvie di Giusto, Keynote Speaker & 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](http://stickymarketing.com)**

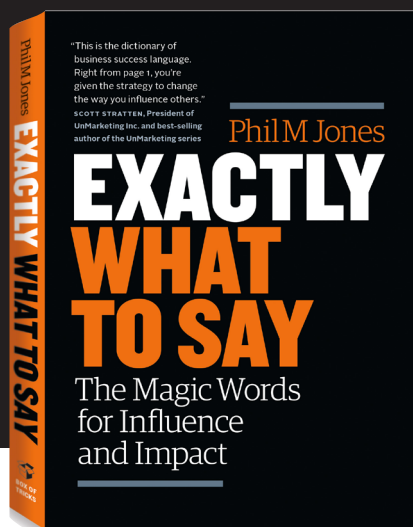
Implementing Phil’s simple yet powerful Magic Words have been integral to the growth of our now £20 Million business over the last few years. In *Exactly What to Say*, Phil has delivered a book packed full of real World solutions that will lead you to achieving the outcomes you desire in life and business. You’ll see just what I mean when you read it!

—**Richard Dixon, Director, Holidaysplease**

Phil Jones puts powerful phrases in the palm of your hand to help you uncover the truth in complex selling situations. His insights demonstrate how to influence others with integrity while never seeming pushy. You’ll use these gems each and every day.

—**Ian Altman, Co-author of *Same Side Selling*, [Forbes.com](http://Forbes.com) Columnist**

To receive a review copy, or to arrange an interview with Phil M Jones, **contact:**  
**Bonnie Schafer- [bonnie@philmjones.com](mailto:bonnie@philmjones.com) - +1 (724) 880 - 8570**



# More Advance Praise for **Exactly** What To Say

If you want to be more influential in every situation you need to master the simple, yet powerful lessons contained within. *Exactly What to Say* could replace just about every other book on human behavior - it's that useful.

—**John Jantsch**, author of *Duct Tape Marketing*

Have you ever considered why a horse can win a race and get 10 times the earnings? Was the winner 10 times better than the second-place horse? Hardly, she only won by a nose. The same applies to sales and marketing. What makes the winner a winner is a concept called “the winning edge.” One of my early mentors drilled it into me that “everything you do either enhances or detracts from your ability to close the sale. No detail, however minute, is neutral.” This is why I love Phil Jones book *Magic Words*. In this short, but power packed book he shares how to use certain key phrases to help you with the winning edge. Their is no doubt words matter a great deal in any marketing and sales situation, so make sure you have your copy of *Magic Words*.

—**Bryan Eisenberg**, *New York Times* Bestselling author of *Waiting for Your Cat to Bark* and *Be Like Amazon*

*Exactly What To Say*, is a masterclass in the art of influence, persuasion and generating top producing business results. This 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*

To receive a review copy, or to arrange an interview with Phil M Jones, **contact:**  
**Bonnie Schafer - [bonnie@philmjones.com](mailto:bonnie@philmjones.com) - +1 (724) 880 - 8570**



# Extended Author Biography

**Phil M Jones** is a bestselling author, multiple award winning sales expert, and one of the most sought after speakers across the globe. His goal is to help his audience demystify the art of selling and overcome much of the negative stereotype associated towards it. Having trained more than two million people worldwide and been a catalyst to success for some of the worlds largest brands his methods are tried, tested and proven to deliver results.

Phil began his career with a series of successful entrepreneurial businesses as a teenager, before joining the Management Team of Debenhams—a national department store chain in the United Kingdom—at 18, making him the youngest manager in the company’s history. He quickly increased profitability and sales within seven stores across the country.

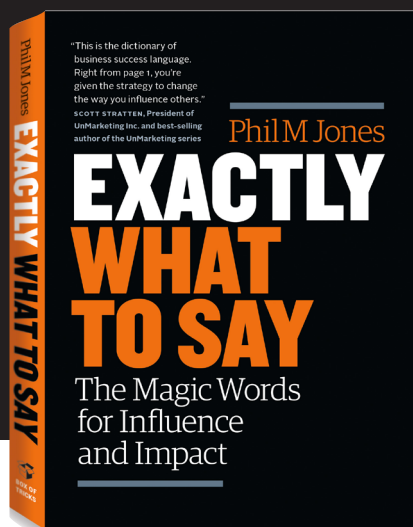
His successes to date include working with a number of Premier League football clubs to help them agree to multi-million dollar sponsorship and licensing agreements, growing an investment property business with a revenue stream of more than \$240 million each year and being awarded multiple British Excellence in Sales and Marketing awards for his contribution to the industry.

After launching Phil M Jones Ltd. In 2008 with the vision to teach other business owners how to create such success, he was recognized with numerous awards including the prestigious Fellowship of the Professional Speaking Association and Sales Trainer of the Year award— again, the youngest-ever to do so.

His previous books include *Toolbox: Essential Skills To Win More Business* and *PHILosophies*, both of which are Amazon bestsellers.

Phil now speaks across the globe, and splits his time between London and New York with his wife, Charlotte.

To receive a review copy, or to arrange an interview with Phil M Jones, **contact:**  
**Bonnie Schafer - [bonnie@philmjones.com](mailto:bonnie@philmjones.com) - +1 (724) 880 - 8570**



# Author Q&A with **Phil M Jones**

## **Why Did You Write *Exactly What To Say*?**

My professional career has always had me at the sharp edge of business growth and it has always fascinated me that some people achieve demonstrably different results to their peers when it would seem that most of the variables are close to identical. I soon learned that the difference between these people was not just their work ethic, dedication and winning attitude - the other common denominator was that these individuals knew exactly what to say, when to say it and how to make it count.

Discovering this has had me fascinated with language for years and resulted in me uncovering useful and powerful patterns in word choices that deliver instant success in a variety of real life situations. These words have been used personally with my clients and shared with millions of people in my audiences globally, and the successes they have catalyzed have been abundant.

I wrote this book to demystify the art of conversation, simplify the ability of influence and empower those that wish to have more influence and impact in their daily discussions. This book delivers to its readers a fair advantage, some magic words and precise examples for their application.

## **How has digital technology changed how we interact—especially in a sales environment?**

In a digital age where many transactions are completed in a transactional and impersonal manner there is fast becoming a missing skill within our society - we losing the art of conversation. From my work training others to develop their business success, the common challenge I would hear from rookies and experienced professionals alike was a specific stumbling block when faced with an obstacle when looking to influence a discussion. The typical result of these conversations was that both parties left without their desired outcomes, and too many people are failing to reach the success I know is possible for them from not having the confidence to find the right words, at the right time, for the right situation.

## **In one of your videos you mention that ‘sales’ can feel like a dirty word, one people are often reluctant to embrace. Why do you think this is? How can professionals who need to sell avoid this pitfall?**

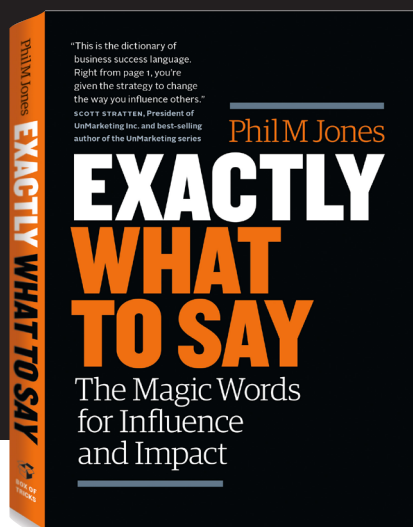
The vision of a sales person is typically personified with adjectives like pushy, sleazy and dishonest. These qualities are far from what a professional would like to be associated towards and why most run the other way. Everybody is selling something and the skills to do so are essential in countless areas of life. The shift needs to come from understanding that a professional is focused on achieving success for the other person and creating mutual success – the stereotype is focused on a self-centered success.

## **The majority of people fail to think big. How does *Exactly What To Say* help others do that?**

The book empowers confidence in the reader. The simplicity of the lessons’ application and the belief in their ability to perform leaves the reader feeling as though they have a fair advantage in their conversations. Bringing

To receive a review copy, or to arrange an interview with Phil M Jones, **contact:**

**Bonnie Schafer - [bonnie@philmjones.com](mailto:bonnie@philmjones.com) - +1 (724) 880 - 8570**



# Continued Author Q&A with **Phil M Jones**

this growth in confidence towards everyday life naturally has people looking past their horizon and believing that they can achieve more, reaching that little bit higher in all that they do.

**Your expertise is in sales and many of the examples in *Exactly What To Say* offer keen insight into improving sales technique. How can readers use the phrases in your book in other elements of their life?**

If you are looking for a promotion at work, a discount in a store or even gaining agreement from a loved one, you are of course “selling” something. Although most of the examples in the book are directed towards commercial success the principles can be easily translated into the negotiations we face day to day. Just imagine being able to get more of your own way more often in all areas of life. This book gives you the tools to achieve exactly that.

**In one of your talks you explain the importance of applying the knowledge you have. How often should readers practice using the tools within this book?**

I am a big believer in the idea that if you fail to use something then you are certain to lose it. If I consider the many things I excelled at as a student I can safely say that much of that knowledge is now long forgotten, displaced with the tools I use day to day. The goal for the reader is not just to read the book once and nod along in agreement; it is to make a conscious effort to employ the success language until it becomes natural, then perfecting it until it becomes habitual. Practice should be conducted as often as showering – daily!

**How did you develop the phrases shared in *Exactly What To Say*? Tell us about the process by which you discovered and honed these during your career.**

The majority of tools in the book come from two main areas. The first is the thousands of mistakes that I have made in my own personal conversations, learning the costly mistakes associated with not being ready with my words. The second is lessons I learned from modelling the greats: every great negotiator, influencer and sales professional inspires and intrigues me. This curiosity led me to study their behavior, then their language patterns. I soon learned that much of their success was derived from successful patterns of language. Reverse engineering this success and applying it personally and with my clients has since given me the experience to believe in their power.

**What are the biggest misconceptions you hear about effective selling?**

With movies such as *Glengarry Glen Ross* or *The Wolf of Wall Street* depicting the world of sales as they do, I am not surprised by the abundance of misconceptions that exist. People still associate good sales people with the ability to “have an answer for everything” or the ability to “sell sand to the Arabs.” In the modern world, with transparency provided by the internet, great sales professionals understand that their key qualities are empathy, understanding, loyalty and accountability. A modern sales professional is a great listener, a problem solver, someone who is prepared to share accountability of that problem and celebrate with their client when the mutually agreeable end result is achieved—not when the sale is agreed.

To receive a review copy, or to arrange an interview with Phil M Jones, **contact:**

**Bonnie Schafer - [bonnie@philmjones.com](mailto:bonnie@philmjones.com) - +1 (724) 880 - 8570**