

## Exactly What to Say® When Your Customer Is More Informed Than Ever

Your buyers have done their research—and they're more skeptical, distracted, and comparison-obsessed than ever. This keynote equips sales professionals with the precise language tools to turn informed buyers into decisive ones.

**Audience:** Sales teams, client-facing professionals, customer success

**Theme:** Navigating buyer sophistication and information overload

### Key takeaways:

- Understand the psychological impact of hyper-informed customers
- Reposition your expertise without sounding defensive or outdated
- Use language to move from comparison to commitment
- Apply frameworks for guiding vs. pushing in sales conversations
- Learn “permission-based” phrases that invite collaboration
- Discover the real reason people say “maybe” (and what to say next)