

PDF | Exactly What to Say: The Magic Words for Influence and Impact

by Phil M Jones

"This is the dictionary of
business success language.
Right from page 1, you're
given the strategy to change
the way you influence others."
SCOTT STRATTEN, President of
UnMarketing Inc. and best-selling
author of the UnMarketing series

Phil M Jones

EXACTLY WHAT TO SAY

The Magic Words
for Influence
and Impact

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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.

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.

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’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’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’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 Amazon

“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



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