



Three Words to Banish from Your Sales Conversations

- Big idea for you?
- Putting the idea into practice
- How you feel about NO, BUT and HOWEVER as a buyer
- Hard or easy to *ban* these words
- Your next action(s)



Discussion Questions

1. What was the big idea for you in this week's featured knowledge bite?
2. How can you put the idea into practice?
3. How do you feel about the words NO, BUT and HOWEVER when you're the buyer.
4. How easy or difficult will it be to ban them from your sales conversations?
 1. How important is it to do so?
5. What action(s) will you take as a result of the KB and our discussion?