

Signals and weak wording

<h1>Weak wording</h1> <p>- always bad</p>	<h1>Signals</h1> <p>- may be OK</p>
<p>✗ I could reduce my price to about £950</p> <p>How much do you want for it?:</p> <p>✗ How about £450?</p> <p>✗ I don't suppose you do discounts for cash?</p> <p>✗ Will you give me a discount if I buy three?</p> <p>✗ I was thinking of nearer £55.</p> <p>✗ ...or near offer</p>	<ul style="list-style-type: none"> • We don't usually deliver free • It would be very difficult to deliver in only 5 days. • Our normal terms are payment after 30 days. • I can't agree to that, not at the moment. • We reject your proposal in its current form • We never negotiate on price

Rules:

- **Never use weak wording**
- **Take note of weak wording, but don't punish it**
- **Look for signals - they may be conscious or unconscious**
- **Take note of signals, but don't punish them**



- **It's OK to give signals if they are intentional**