One of my favourite sales trainers and authors is Tom Hopkins.

He had a list of what he called his ‘Dirty Dozen’ – 12 words that he believed killed a sale, bombed a sales call.

After learning these I liked to share them with as many people as I could.

In the Sales Mindset Blueprint (LAUNCHING IN FEBRUARY 2020) we want to share everything we learned from the masters.

Tom is a master trainer and coach, well into his 70’s. I read everything that Tom wrote and loved his way of selling.

Below you will see 12 common ways to phrase sales language.

Tom uses the common ones like cost and price and turns them into phrases like total investment or total amount.

If you learn to use them, you will certainly become more professional in your approach than many other salespeople.

List of Tom Hopkins Dirty Dozen and how to rephrase them:

Cost or Price – Total investment or total amount
Commission – (If applicable) Fee for service
Down Payment – Initial investment or initial amount
Monthly Payment – Monthly investment or monthly amount
Contract – Paperwork or Agreement
Buy – Get you involved
Sell or Sold – Own
Deal – Opportunity or transaction
Sign – Okay, approve authorise
Pitch – Presentation

Problem – Challenge (okay to use both)
Objections – Areas of concern
Good selling.

Head over to my Youtube for more.

Whatever career you decide to take in sales, it's always good to get some help.

That's why you can get FREE in your inbox every morning for 7 days; the 7 Day Sale Challenge.

Hop on over here and subscribe.

For more content like this, please make sure to subscribe to my YouTube channel.



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!