

**INSIDE SALES**  
PREDICTABILITY



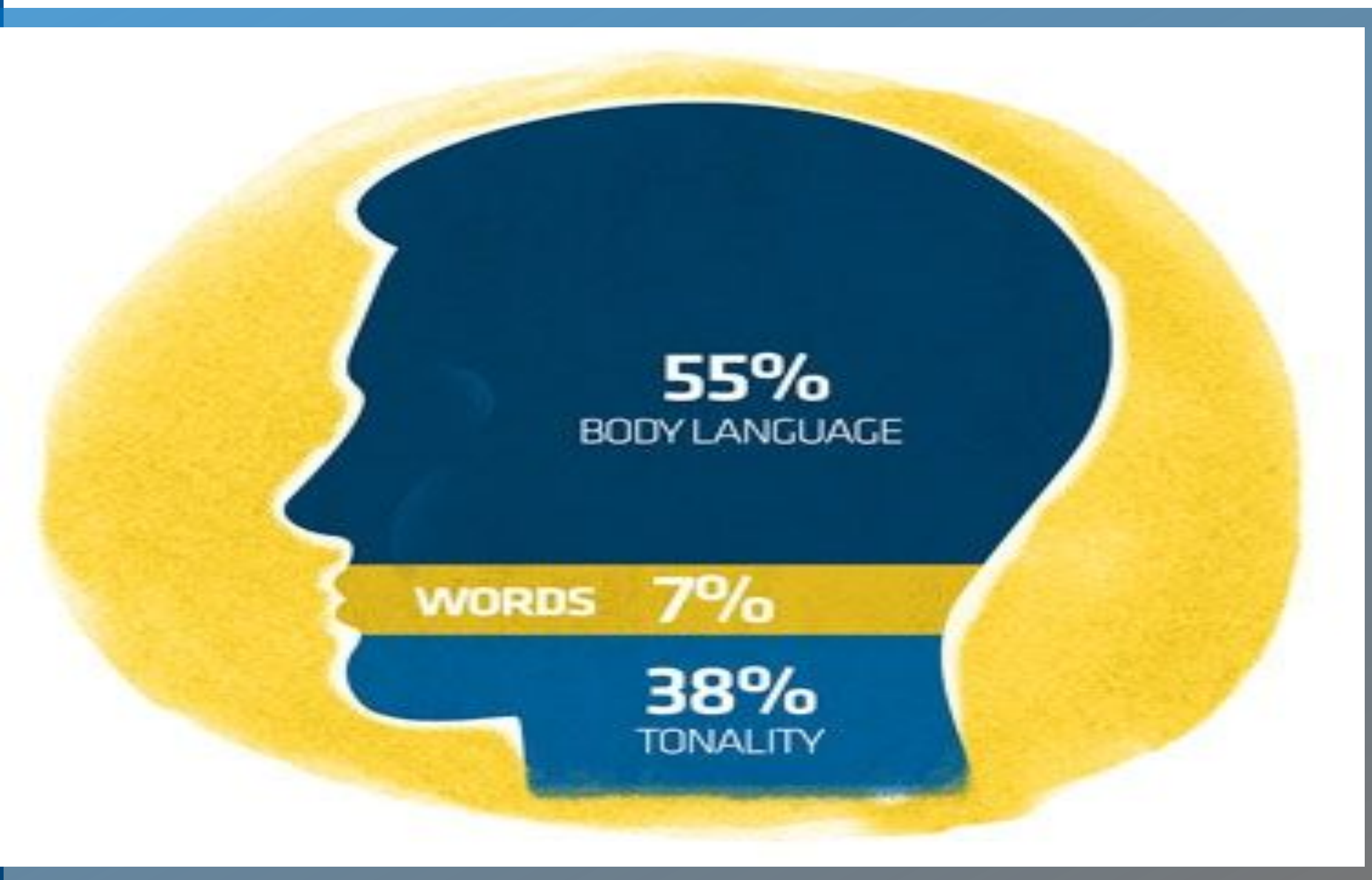
# **7 MINUTE SALES**

How To Start Using Effective Tonality

How To Start Using Effective Tonality

# What Is Tonality ?

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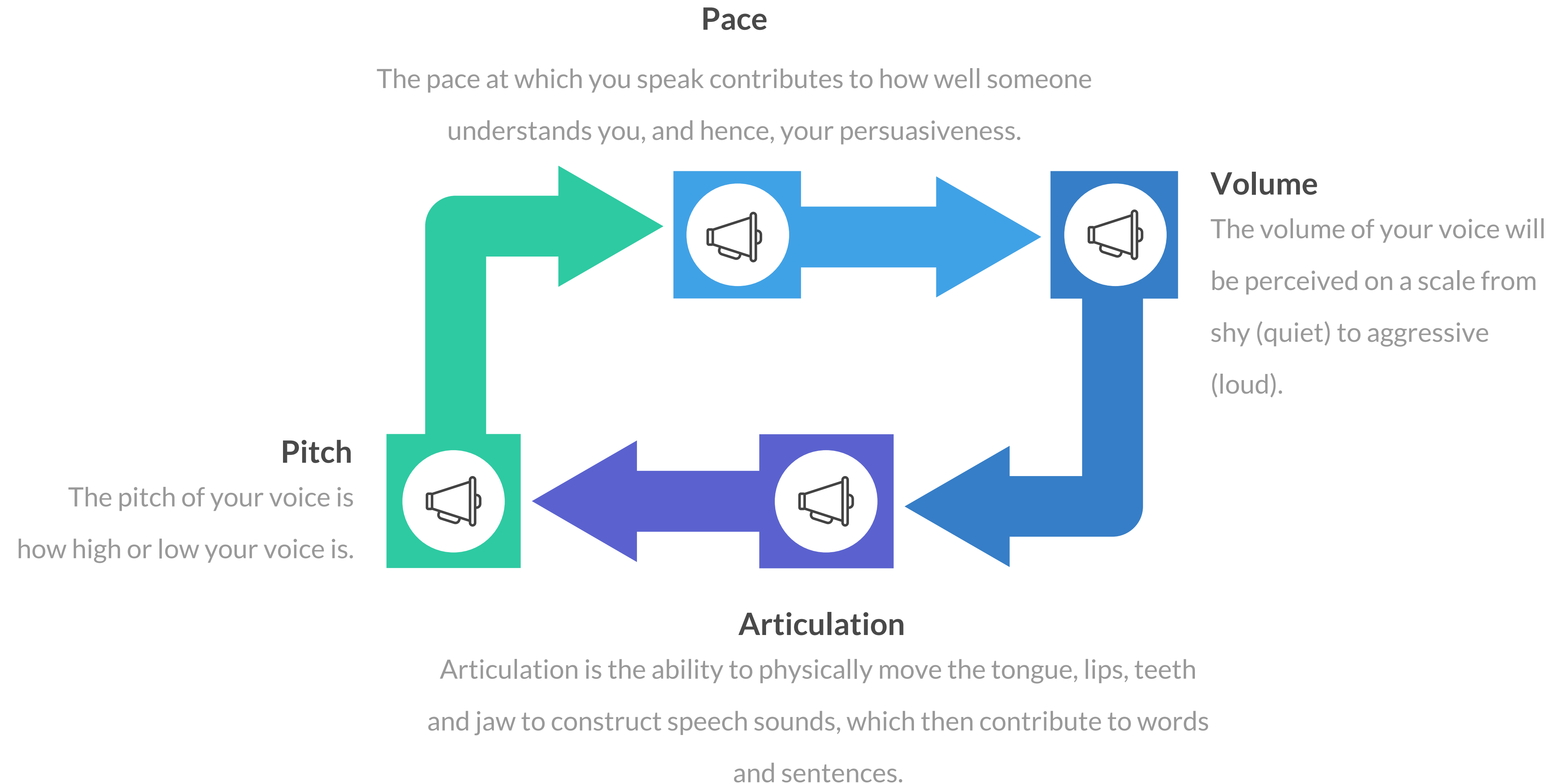
Tonality gives life to your words. It is like fuel for your well crafted language patterns, also commonly referred to as scripts.

Imagine having a brand new Aston Martin or Ferrari in the driveway but no gas to drive it. As good as it might be it isn't going to take you anywhere.

Using effective tonality is what makes your scripts work, it is the difference between get answers and getting hung up on. It is the difference between someone give your a shot and not.

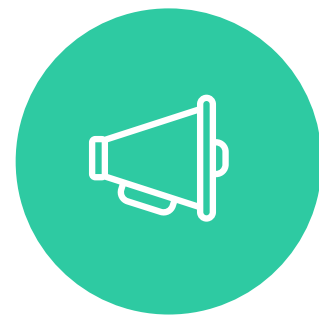
# What Makes Up Tonality

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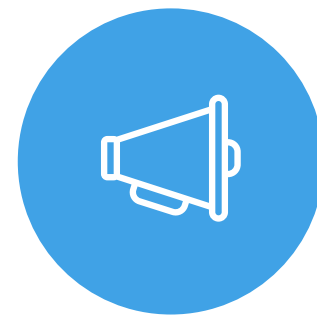
How To Start Using Effective Tonality

# 8 Tonal Patterns



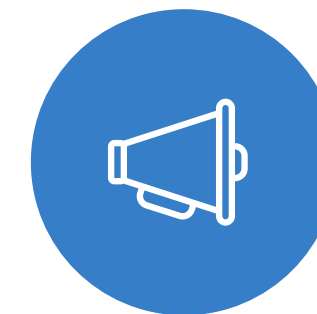
## Scarcity/Urgency

Right now we don't know what is going to happen with the economy, interest rates, the housing market. What I can tell you is right now is a great time to sell.



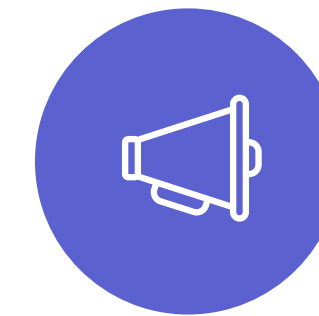
## Reasonable Man

Why don't we meet and worst case is your know your making the right decision, fair enough?



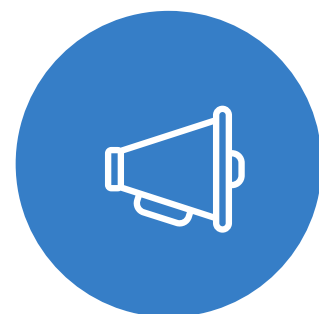
## Absolute Certainty

Mrs. Smith, I am absolutely 100% sure I can get this done for you,, why don't we do this



## I Care

I completely understand, it's not the first time I have heard that and I myself have actually been through something similar



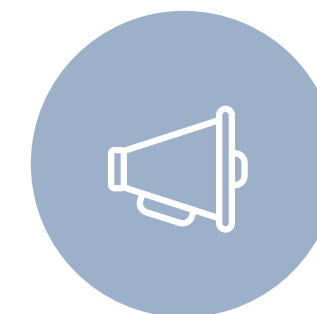
## Declarative as a question

Hi, This is Tom?



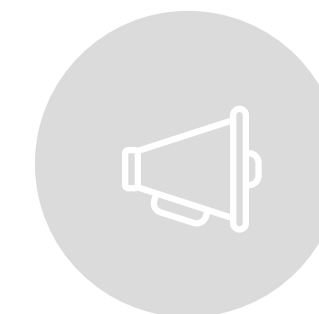
## Three Up Tones

"Hi this is Jeff, with ABC, giving you a call back about your request online" – each time when the statement is finished you raise your voice at the end.



## Presupposing Tone

By working with out team to get your home sold not only will you have a great experience but we will sell your home for the most money too.



## I Really Want To Know

Has everything been going ok Mrs. Smith ?

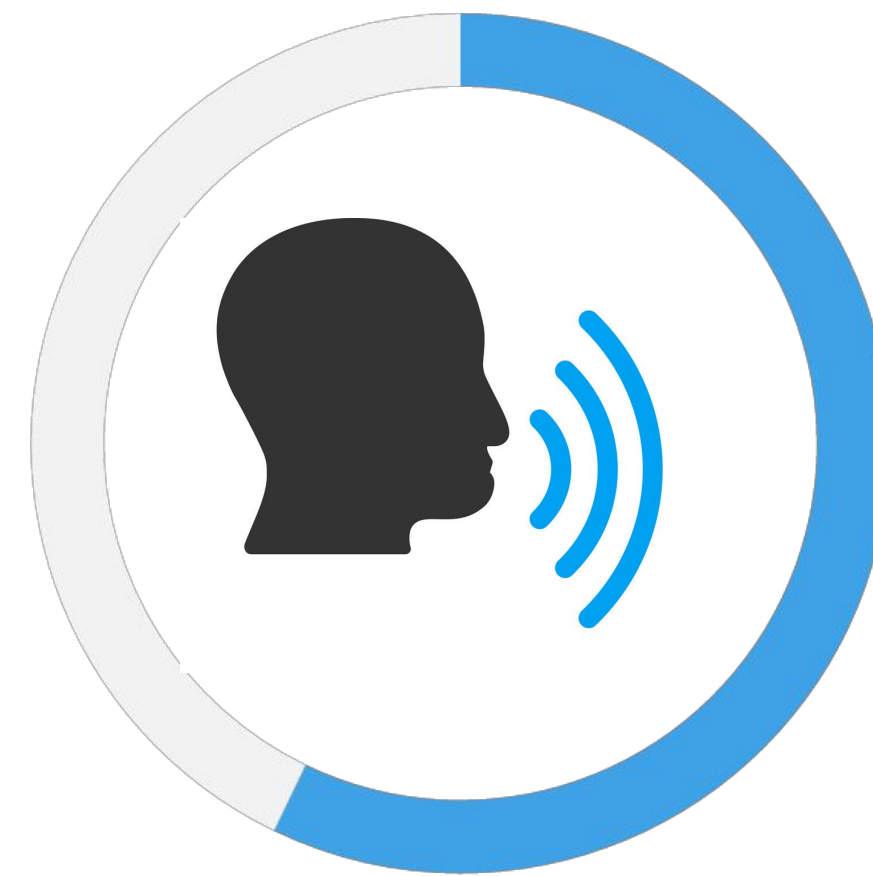
# Things To Be Aware Of

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## Tone

What does the tone of your voice communicate, are you angry, happy, confident, bored, enthusiastic



## Voice Inflection

Are you highlighting the most important parts of your message by using inflection on key words and phrases



## Sound

Have you listened to what you sound like? Use your cell phone to record yourself and listen to it.



## Speed

Are you using melody to your advantage. Are you talking too fast to slow. Are you mixing it up?

# Ways To Improve Tonality

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## Practice Out Loud

Get a partner that you can practice with, out loud. Do not just read your material.



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## Record Yourself

Use your cell phone or other ways of recording yourself for review.



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## Listen To Peers

Find someone who displays the traits you want to emulate. Then model them.



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## Ask For Feedback

Seek out feedback by asking your peers to listen and provide open and real feedback.

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**SELLING IS BELIEVING**

NOW GO BELIEVE