



*Bob Circosta – the man who reinvented selling by individually achieving over ONE BILLION DOLLARS in sales – shows you how to sell anything!*

## **"The 7 POWER WORDS That Sell"**

By  
**Bob Circosta**

Over the past thirty years of selling, I have found that the same few words about a product, service or idea act as “magnets” in drawing attention and causing a response from others. It’s important to keep in mind that you don’t have to use **ALL** these words. However, I believe any time you can use at least one of them, you will increase your chances of successfully selling your product, service or idea.

### **1. FREE**

Everyone loves getting something for FREE. I imagine this word had a lot to do with your request for this information – and I appreciate it. The idea of getting “something for nothing...” is powerful. The word FREE builds interest in your product, service or idea and will definitely get you attention.

### **2. NEW**

Most everyone is interested in getting something that is new and exciting, too. Getting something NEW means you are getting something that many others don’t already have. There are two other words that fit into this same word category. They are BREAKTHROUGH and MIRACLE. Caution should always be used with the latter and remember, “... honesty is always the best policy.”

### **3. GUARANTEE**

This is also called the “Promise to Please.” This is the “no-risk, money-back, 100% satisfaction guarantee.” Remember, one of the reasons people buy is based on establishing a “comfort level.” The lesser the risk to the person you are communicating with, the higher the chance of selling your product, service or idea. You can GUARANTEE different properties, too: satisfaction, price and money-back.

#### 4. FAST

We all want results NOW! We live in an age of “instant gratification.” We don’t want to wait until tomorrow... or next week... WE WANT IT NOW! Two other words that fit into this category are QUICK and EASY (we want it this way, too).

#### 5. VALUE

I think we all love an outstanding value. In fact, the home shopping business was born out of the idea of a great value. We had a slogan in the early days, “Every Buy Is A Bargain!” It’s a “win-win” situation when a good value is involved. To me, this is the basis of successful selling.

#### 6. PROVEN

This is a *powerful* word. As I stated earlier, the importance of successfully establishing a “comfort level” with the other person is important criteria that people use in making a buying decision. Another way to share this same idea is to say, “... this has been **shown to...**”

#### 7. YOU

I left this word until last because this is the one word that should always be on our minds. This is the one word that keeps us on the “road to benefits...” the one word that keeps us focused on the *other person’s* needs and what our product, service or idea will do to help them.

**BE SURE TO CONTACT US TO FIND  
OUT HOW BOB CAN HELP YOU SELL  
MORE OF WHAT YOU HAVE!**

**CALL US AT (727) 572-8855**



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