

Position Yourself as a Knowledgeable, Engaged Resource

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Now more than ever, affluent and wealthy investors are paying close attention to financial news and seeking out reliable sources to report and interpret the latest developments in the ongoing financial turmoil.

Continuing with the theme of communicating effectively with clients and prospects in these uncharted waters is vital – use phrases and words that bring clarity and that position you as a knowledgeable, engaged resource.

It's most important to convey your findings and interpretations in a way that captures attention. Some of the most effective words that convey action and understanding in the English language are the following:

Prepare
Identify
Create
Perform
Organize
Change
Focus
Master
Determine
Demonstrate
Design
Increase
Define
Interface
Structure
Apply
Examine
Pinpoint
Select
Conduct
Build
Explore

To further enhance your sales, service and marketing vocabulary, use these lively verbs. Post in your workspace and use them to convey, convict and convince prospects and clients. The right words, carefully chosen, establish rapport, paint pictures and inspire confidence.