



Free Sales Team Training: Use Tone That Converts

Alex Hormozi

Founder, Acquisition.com

"Volume Negates Luck."

Tone

Every Word Has A Job To Do

After memorizing the right words, the next step is *saying them the right way*. The script is *what* to say. Tone is *how* to say it.

Tone is a touchy topic for sales guys everywhere for two reasons. First, they all agree it matters. Second, none of them really agree on why. This leads everyone through a forest of confusion, mysticism, and bullshit. And very few make it out. Now I don't care about confusing people with mystical bullshit. But I *do* care about closing deals. So tone, at least for me, serves one purpose. To:

—*Make sure every word does its job*—

Tone gives a word its job. So if you change your tone then you change the word's job—what it *means*. This is good because if you make a word do the right job, it helps you. This is bad because if you make a word do the wrong job, it hurts you. This is important because if every word does the right job, then you use fewer of them. Think about it this way. A closer who takes fewer words to close a sale is more persuasive than a closer who takes more words to close a sale. You want to be a more persuasive closer. Plain and simple.

Your script assigns a job to each word. Your tone makes sure the word does that job. So to make tone as simple and easy as possible, I break it down into two buckets. Stuff you keep the same, and stuff you change.

Stuff that stays the same:

- How **slow** you talk: Prospects need to *keep track* of your words.
- How **loud** you talk: Prospects need to *hear* your words.

- How **clear** you talk: Prospects need to *understand* your words.

Stuff that changes:

- When you **don't talk**: Prospects need to *focus on specific words*.
- When you **get them to talk**: Prospects need to *say words back*.

It's not sexy or complicated, but it closes deals. So let's dive in.

What Stays The Same: Talking Slower, Louder, and Clearer

Talk Slower (Speed) - If you talk too fast, you'll sound like a mumble rapper. Too slow and you'll sound drunk. Neither persuade. So, you'll probably want your speed a little *slower* than normal. This is because amateur sales reps talk at the right speed during training, but speed up when they get excited or stressed. This loses sales. Worst case, the prospect senses your stress and pays more attention to that than what you're saying. You lose their trust, you lose their attention, and you lose the sale. Best case, they can't keep good track of what you're saying. You still lose the sale.

Talking too fast is like fighting with one arm behind your back. Use both arms. The ideal range is about 150–170 words per minute. Super easy to measure as an average. This *range* makes you easy to follow *and* allows for some natural shifts in speed.

Important: At this speed, it would take just over three minutes to read a 500-word script straight through. Taking it a step further, if a call goes perfect on your side and takes 15 minutes to close, then the prospect spoke for 12 minutes and you spoke for three. Chew on that for a bit. You're probably talking too much.

Talk Louder (Volume) - When you talk quietly, prospects can't hear you as well. And if they can't hear you, they won't buy. Some people argue that if you talk

quieter than people will listen harder. And I agree, *in-person*. But let's play out what happens over the phone:

1. They turn their phone volume up anyways. *Pointless.*
2. They can't hear you and ask you to repeat yourself. *Ugh.*
3. They DO strain harder to hear you—but that doesn't persuade business owners with shit to do. *It annoys them.*

The business owners aren't laying on the couch for a therapy session. *They are here for business.* They make it loud and clear. *So should you.* If I had to choose between guaranteeing a prospect hears my offer and *not* guaranteeing a prospect hears my offer... I'd rather they heard my offer.

Talk Clearer (Enunciation) - saying words correctly and distinctly. Each sound and syllable is clearly defined. —Crisp. And. Clear.—

When you enunciate properly, it will:

- 1) Keep you talking at the right speed.
- 2) Display more confidence and intelligence than a mumblor.
- 3) Make you easier to understand.

If you say the right words—and if you breathe the script, you will—then all these things make you more persuasive than... not those things.

Bottom Line: You are a more effective closer when you: slow down enough so prospects can track what you say, speak loud enough so they hear what you say, and enunciate so they can understand what you say. That's basic stuff. The constant yardage that wins games. And it's why those parts of tone never change—because **clear beats clever** every time.

What Changes: Pitch and Pauses

Getting Prospects To Talk (Pitch) - *Highness or lowness of your voice.* To clarify, we aren't singing here. We want to make sure prospects know when we ask a question. It's hard to sell stuff when you don't ask prospects to buy. Or if you did, and they didn't take it as a question. Rough.

And we don't just ask for the sale. We ask all sorts, for all sorts of stuff. And of the most important stuff we ask for, information ranks pretty high. The more information we get, the better an offer we can make. The better the offer we make, the more likely they will buy it.

So if a group of words have the job of getting information, it's the higher pitch you put at the end of that group of words that makes them do that job. *It signals to the prospect you asked for information.* That's how questions work. It might sound weird, but it's the truth.

This goes back to the point of tone, to make sure words do the job assigned by the script. A group of words on their own does not automatically make a question. It's how we say the words that does. So when you see question marks (?) in the script then say that word, no matter where it is, *as if you are asking a question.* To make sure that happens, all you have to do is make your voice a bit higher at the end.

Ex: "John." —This is just a name. A noise that means nothing in particular. Or worse, whatever *the prospect* decides it means.

Ex: "John?" —This is more than just a name. You also know *exactly* what it means. Making your voice just a little higher takes the job of many words and packs it into a *single* word.

"John?" → "Hello, am I speaking with John?"

Better Jobs = Fewer Words = Efficient Closing

When You Don't Talk (Pauses) - Where and how long you don't talk. I think pauses are the most powerful tone skill of all. Let's do a simple and effective exercise to demonstrate:

1. Read each sentence out loud
2. Pause for a moment after saying each dashed word.
3. Soak in what happened.

I—didn't say he hit his wife. → Somebody else said it

I **didn't**—say he hit his wife. → I did nothing of the sort

I didn't **say**—he hit his wife. → I communicated another way

I didn't say **he**—hit his wife. → I said someone else hit his wife

I didn't say he **hit**—his wife. → I said he did something else to his wife

I didn't say he hit **his**—wife. → I said he hit somebody else's wife

I didn't say he hit his **wife**— → I said he hit somebody else

I wrote the exact same sentence seven times... or did I? The same words, yes. But because we made a tiny change to how we say them—each sentence means something different. Now, *they all have totally different jobs*. And all we did was change where we... didn't talk. That's *scary power*.

Think of pauses like this:

1. Pauses focus attention on what you *just* said.
2. Longer pauses focus *more* attention than shorter pauses.
3. The more attention you focus on the word you just said, the more important you make it.

We use three types of pauses. Short, medium, and long:

1. (...) → Short. Pauses that draw words out *just enough* to put more attention on or around that word.
2. (.) → Medium. Your normal pause. Like you'd use at the end of a sentence. A period in the middle of a sentence would mean you'd pause there as if you finished the sentence.
3. (—) → Long. Much longer than you'd normally use. These focus the most attention. They won't feel natural at first. That's normal. Not many people are persuasive enough for this to feel natural.

And one more thing to put the last nail in the “pause coffin”:

Five mega studies by Harvard, UCLA, and other fancy places showed a 23 to 40% increase in close rates by pausing for 8+ seconds after asking for the sale.

What does this tell us?

- Pausing after questions focuses attention on the question.
- The longer the pause, the more attention it focuses.
- And which question demands the most attention from the prospect? *The one asking for the sale.*
- So... the more attention you force on words that close the sale the more likely the sale will close? *Yup.*

Rocket science. I know.

Pauses In Action

I just want to make sure our product is a fit...And—if so—I'm happy to walk you through it.

Pause Breakdown:

- I want to make sure you are a **FIT** for our product
- **AND** I want to walk you through it.
- But, I will only walk you through it **IF** you are a fit.
- So. If you are a fit, we will make you an offer. If you are not a fit, we will not.
- Pausing after **FIT**, **AND**, and **IF SO** make the above point as obvious as screaming it... while staying totally professional and chill. Pretty neat.

Awkward Pauses Are Not Awkward

The scary power of pauses goes both ways. For example, if a closer forgets part of the script, it creates a pause. A *long* pause. This focuses tons of attention on those words, giving them the worst job possible—to tell the prospect that the closer has no idea what he is saying... *because he doesn't*.

But don't worry, it gets better. The super long pause focuses the closer's attention on those words too. This stresses them out and leads to stuttering, starting and stopping, or rambling—*saying the wrong stuff with ugly pauses at high speed*. And all these tone shifts do the same thing. They tell the prospect that the closer has no idea what he is saying... *because he doesn't*.

So not only does the closer give the right words the worst possible job. He then goes on to give the *wrong* words the worst possible job. This isn't awkward at all. It's *catastrophic*.

Thankfully, this is extremely easy to avoid. *Just breathe the script*.

Be grateful you don't have to spend thousands of hours to figure all this stuff out. Believe me, I wish I could have just spent all that time selling. But now *you* can.

And all you have to do is just *not talk* where the script tells you to *not talk*... and prospects often close themselves. When mastered, *pauses are extremely powerful*.

Advanced Tone Tactics - “Natural” is probably the most persuasive tone overall. And I think most closers kinda know this already. But this means they often try to “train” to speak “naturally”. Training to speak naturally is another way of saying you try to get good at pretending to speak naturally. This is one of the *dumbest* things you can do. Instead of pretending to speak naturally, *know the script so well it becomes natural*. In other words, if you don’t want to sound like you’re reading a script *then don’t read a script. Breathe the script*. Don’t get cute. ***Problem solved.***

Bottom Line: You need to talk louder, clearer, and slower *at all times*. And you only need to raise your pitch to ask a question, or insert a pause to focus attention—*when the script tells you to*. But, you *always* put the longest pause after the buying question. This focuses the most attention on it and forces the prospect to address it head on. If you don’t force the prospect to address the buying question head on *they will avoid it*. So, in conclusion...

You will lose up to 40% of your deals if you don’t shut the fuck up

Don’t lose your deals :)

Alex Hormozi

Founder, Acquisition.com