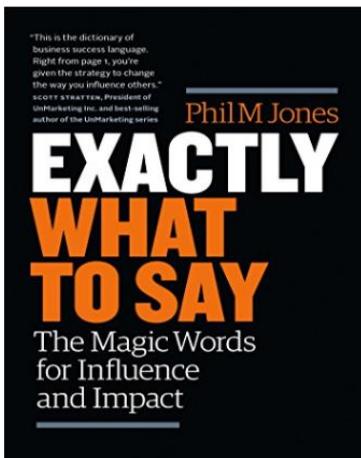


Book Review

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Title of Book: *Exactly What To Say: The Magic Words for Influence and Impact*

Author: Phil M. Jones

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In every aspect of business today, the landscape of finding an edge is critical. This same edge that empowers individuals in their personal lives can be showcased in their decision making abilities at work. The decisions employers and employees make every day have an impact on various facets of the organization. The same decision choices are applied to businesses and individuals alike. In this book, *Exactly What To Say: The Magic Words for Influence and Impact*, the author Phil Jones offers up advice and strategy, and emphasizes the power of words.

There are often many scenarios when individuals have either nothing to say or too much to say. In the world of business, this can be overly distracting or can cause confusion and lack of motivation. Jones provides the eloquence of business language for anyone who might find themselves in scenarios of leadership, teaching, or motivation. The science and art of influencing others stem from the ability to communicate well and “manipulate” words that have a profound impact with the audience being addressed. The significance of this book is that it delivers a simple call to action in how messages are delivered.

For instance, in the book, Jones provides several key elements to help any person in a variety of situations, to focus on the “language of influence” to have immediate impact on the intended audience. Each chapter is essentially broken up into fundamental components:

1. Consideration into the type of interaction that may occur between two people/groups
2. The traditional spoken language versus the change in “magic words” to enhance impact
3. Set of specific examples that can be used and/or tailored

The components outlined above are standard landscapes that most find themselves surrounded by either in their professional or in personal environments. These scenarios are template encounters that everyone has stumbled upon at some point in their daily routine. The book does a great job of simplifying these encounters, making them relatable, and providing alternatives for influential conversation.

A couple of great examples in the book that illustrate this behavior include the discussion that ensues in chapter 10 when defining the “two types of people.” In most conversations, people are faced with choices and the potential that too many options available to them can create confusion or hesitation. Jones indicates that as influencers the idea of getting people interested can be the easy part, it’s creating action to drive results that can be the tough part. The chapter provides examples and advice on how to use the language of “two types of people” that help to make an immediate impact on the thought processes of the intended audience.

Another example comes from chapter 21 where the author goes into detail on the impact of saying, “just one more thing.” The simplicity of this statement achieves profound results if said correctly and at the most opportune time. The idea that every individual will get the most from every conversation is very presumptuous, so in hopes on leaving with something rather than nothing is a great motivator in itself. From salespeople, clients, and vendors alike, the art of influence and impact can be very rewarding. Utilizing these “magic words” as outlined in the chapter can extend conversations and employ a “down sell objective to help you avoid leaving with nothing.” (p. 107) In the world of business, this can be a very important and essential moment in a number of scenarios.

What the author accomplishes in this simple, yet intricate display of word manipulation is rather astounding. Jones provides everyday encounters but finds avenues to maximize the results from these encounters. He offers guidance indicating we can “give an answer that is simple, effortless, positive and uplifting, and watch how it stuns people into a positive decision.” (p. 129) This can be done through the use of “magic words” that he defines as “words that talk straight to the subconscious brain”. Individuals (and consumers alike), can be helped to condition their train of thought and decision making processes in many circumstances.

Finally, as an added measure, Jones provides specific examples of how to use these magic words in various settings. He offers a set of phrases, a combination of responses, and provides a series of words that are influential and significant. The author is tremendous in his approach and finds unique, albeit simple, methods that offer up powerful discussion tools in a number of common scenarios individuals might

engage. Several examples of the simplicity in the power of words he discusses in the book include:

- The power of using “Just Imagine.” Utilizing this correctly in discussions creates visuals that the listener can symbolize.
 - Just imagine how things will be in six-months if implemented or,
 - Just imagine the impact this could have.
- The power of using “If...Then.” Utilizing this correctly in discussions creates conditional set of circumstances that the listener can believe.
 - If you give this a try, then I promise you won’t be disappointed or,
 - If you put this into your store, then I am certain your customers will like it.
- The power of using “Most People.” Utilizing this correctly in discussions creates confidence for the indecisive.
 - What most people do is place a small order today...
 - What most people do in this kind of situation is to...

Overall, this book is great for any person wanting to gain an edge in conversation. More importantly, this book should find a home for academicians and business leaders alike. Everybody experiences a moment in discussion when they feel they could have been more charismatic, influential, and significant. From students, teachers, lawyers, clients, vendors, business owners and stakeholders, everyone can benefit from “magical words” that influence and motivate. Jones does an incredible job providing guidance and direction to keep the conversation positive while gaining confidence with spoken words. Jones encourages each of us to make the most of our moments and shows us how this can be centered with our discussions using the power of words.

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