

59 Ways to Agree with Your Customer

By Don Cooper, The Sales Heretic™

Whether you're building rapport with a new prospect, negotiating the fine points of a big contract or working to resolve a customer problem, one of the best things you can do with your buyer is to agree with them whenever possible.

Agreeing with customers helps to reassure them that you're actually on the same side, working toward a mutually beneficial outcome. It also demonstrates respect for their thoughts, feelings, needs and values. Even more importantly, it helps them feel more comfortable because they're dealing with someone who understands them and can relate to them.

The result is that they lower their defenses and become more agreeable as well.

The challenge is, if you use the same word or phrase over and over, it starts to sound rote and insincere, which can undermine your credibility and cause your buyer to trust you less, leading to more conflict. To avoid this, you need to vary your agreement vocabulary.

In no particular order, here are 23 words and 36 phrases that communicate your acknowledgement, support and empathy:

Words

1. Yes
2. Yeah
3. Yep
4. Okay
5. Uh-huh
6. Right
7. Sure
8. Surely

9. True
10. Truly
11. Absolutely
12. Definitely
13. Certainly
14. Precisely
15. Exactly
16. Naturally
17. Undoubtedly
18. Unquestionably
19. Indubitably
20. Indeed
21. Bingo
22. Amen
23. Hallelujah

Phrases

1. I agree
2. I understand
3. I see
4. You're right
5. I concur
6. I feel the same way
7. I would feel the same way
8. I don't blame you
9. Me too
10. Me neither
11. You're 100% correct
12. That's true

13. No question
14. No argument
15. Sure thing
16. You got it
17. Right on
18. Too true
19. I'm sure
20. I bet
21. I believe it
22. I don't doubt it
23. I can see that
24. I hear you
25. You know it
26. You got that right
27. I know what you mean
28. I couldn't agree more
29. We're on the same wavelength
30. No doubt
31. Of course
32. By all means
33. I see your point
34. Point taken
35. That makes sense
36. You bet

Which words and phrases are best for you? Depends on what you feel most comfortable with and what will resonate with your customers. (Personally, I don't think I would ever use the word "indubitably" in a conversation, but if it works for you and your clients, hey, go for it.)

The right word choice also depends on the situation. Each of these words and phrases has its own tone and subtext—even more reason to expand your repertoire.

Make a conscious effort to practice these expressions of agreement, not just in sales and customer service situations, but with everyone you interact with: friends, family, colleagues and others. The more you practice them, the more naturally they'll come to you, and the more agreeable you'll find everyone around you to be.



Don Cooper—The Sales Heretic™—is an internationally-acclaimed sales expert who helps salespeople, business owners and professionals dramatically increase their sales. He delivers custom training and keynote speeches for corporations, associations, chambers of commerce and other business organizations.

His most popular programs include:

- **The Myth of Price:** Why you should charge more and how to do it
- **Opportunity Walks:** Why most prospects don't buy and what to do about it
- **The Future of Selling:** How to be a sales leader in the 21st century
- **The Physics of Closing:** How to make the hardest part of the sale easy

For information about booking Don to speak to your group, please call 303-832-4248 or e-mail Don@DonCooper.com. You can also find free articles, tips and other sales-boosting resources at www.DonCooper.com.