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## WORD CHOICE AS THE KEY TOOL TO INCREASE B2B SALES VOLUME

Sales Correspondence is an integral part of any business promotion. A sales letter has such functions as attracting attention, arousing interest, educating and convincing, stimulating desire, and securing action. It is nothing but an advertisement, aimed at a carefully selected group [1]. Although the essence of the offer, coupled with the right selection of the potential clients and the compatibility of the long-term perspectives of the businesses are at the heart of future success, we believe, the letter's word choice is its determining factor. It is hypothesized that there is a certain set of words in a sales script that can primarily influence the customers' interest in the offer. The aim of our research is to define etymologically and psychologically powerful lexical means and prove their ability of maximizing the impact of the sales letter on the prospect.

We have conducted a desk research and studied the psychological and etymological literature with the help of which we selected and arranged in a table the 10 most common English words that excel at encouraging customers to react more favourably to the sales pitch [2]:

Table 1. The list of the sales high-impact vocabulary [3]

№	Words	Psychological impact
1.	you	considering customer's viewpoint
2.	value	rationalizing the prospect's choice
3.	now	fast sales procedures
4.	improved	making life better
5.	instant	a sense of quickness in the deal
6.	Best	being unique

7.	Brief	saving time
8.	Remember	a long-lasting effect on the brain
9.	Help	human tendency to seek help
10.	thank you	a feeling of being appreciated

In order to check how the theoretical benefit of their usage underpins the reality, we have carried out a field research. Firstly, we made up 2 types of sales scripts describing the business offer of the company we work for – one of them contained the words from the list and the other one did not. Secondly, using LinkedIn professional platform we sent about 150 of them to the prospects of the same seniority level, function, company’s geography, headcount, and industry. And finally, we calculated the number of potential clients who replied to the both messages.

Our findings show that, as we expected, 1.5 times more prospects react positively to the message containing the sales high-impact vocabulary and 1.4 times fewer of them ignore the message or refuse the offer.

The research has confirmed the hypothesis that making the same offer to the potential clients of the same seniority level from the same types of companies, the certain set of words influences their interest in the offer. In such a way the results are proved both by the theoretical material and first-hand data. Taking into account that the issue of the research is quite topical and could be of interest not only to the sales departments of the companies, but also developing start-ups, we decided to share this information in professional social networks and it successfully gained popularity by B2B companies’ employees.

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