

# 5 Words That Will Kill a Referral or a Sale Every Time

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You've heard these words uttered by entrepreneurs thousands of times when networking.

You've probably heard it within the last week.

In the course of a day, you may say it dozens of times to your networking buddies, referral sources, and prospects.

But these words are the quickest way to kill a referral or sale every time.

What are those five words?

**"I work with anybody who."**

**When you utter these five words, it:**

1. **Is too broad.** It does not paint a picture in your referral sources mind in who to send your way;
2. **It's not precise enough from your prospect's perspective.** It does not clearly convey to your prospect if they are exactly who you work with;
3. **Reeks of desperation.** It says that you don't have enough of the ideal clients that you'll work with anybody right now.

**Instead, be exact to attract.** When someone asks you who you work with, identify the titles, income, or other demographic information that describes your ideal prospects. When you describe exactly who you work with, your networking buddies will know who to send your way. You will also confirm in your prospect's mind, that they are a fit for your services.