



The Gong.io

# PERSUASIVE

Language Cheat Sheet  
Part 1



We analyzed the calls of **23,363 B2B sales deals** with AI and uncovered the following patterns and trends in how to use first person language.

Language **matters,** even  
incredibly subtle language.

— Two types of persuasive first-person language

**“We” Language**  
VS.  
**“I” Language**

## “We” Language

- “**We’ve** raised \$26M from top investors
- “**We’re** based in San Francisco”
- “**Our** customers rave about us”

## “I” Language

- “**I** just got back from New York”
- “**I’ve** been working here for two years”
- “**My** son just started preschool”

## About the Data

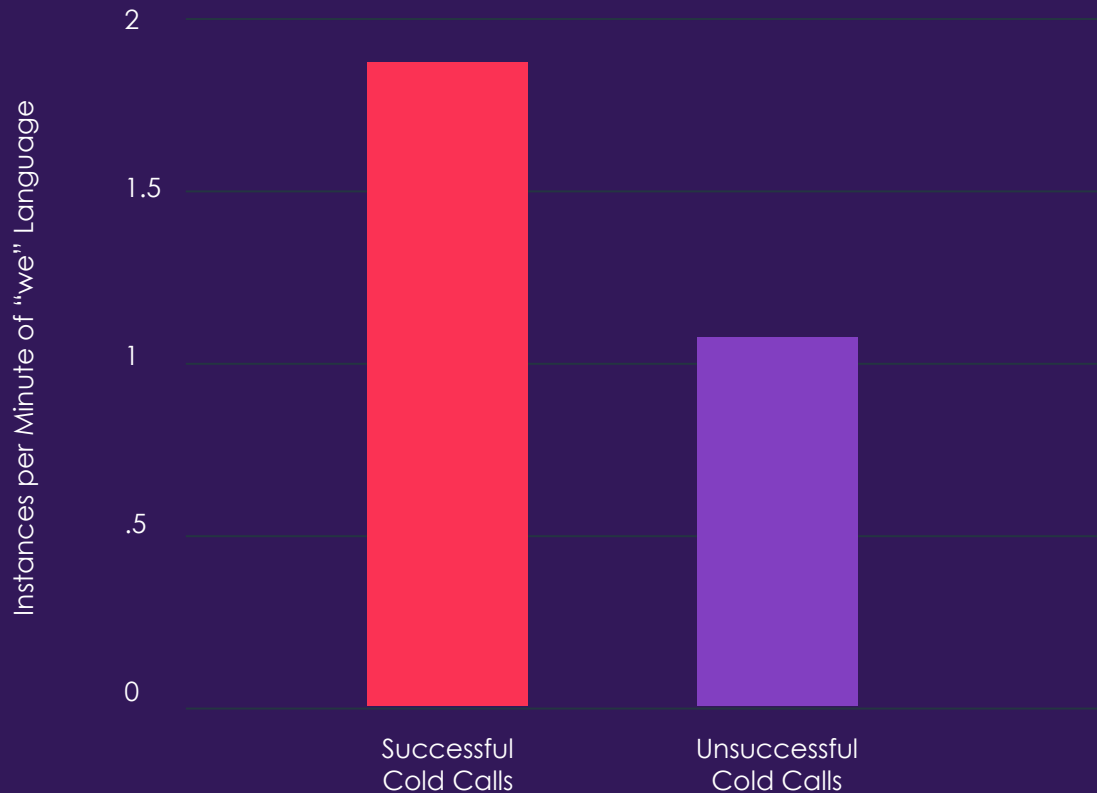
**23,363**  
**Deals**

**Recorded.**

**Transcribed.**

**Analyzed.**

# Language for Cold Calls

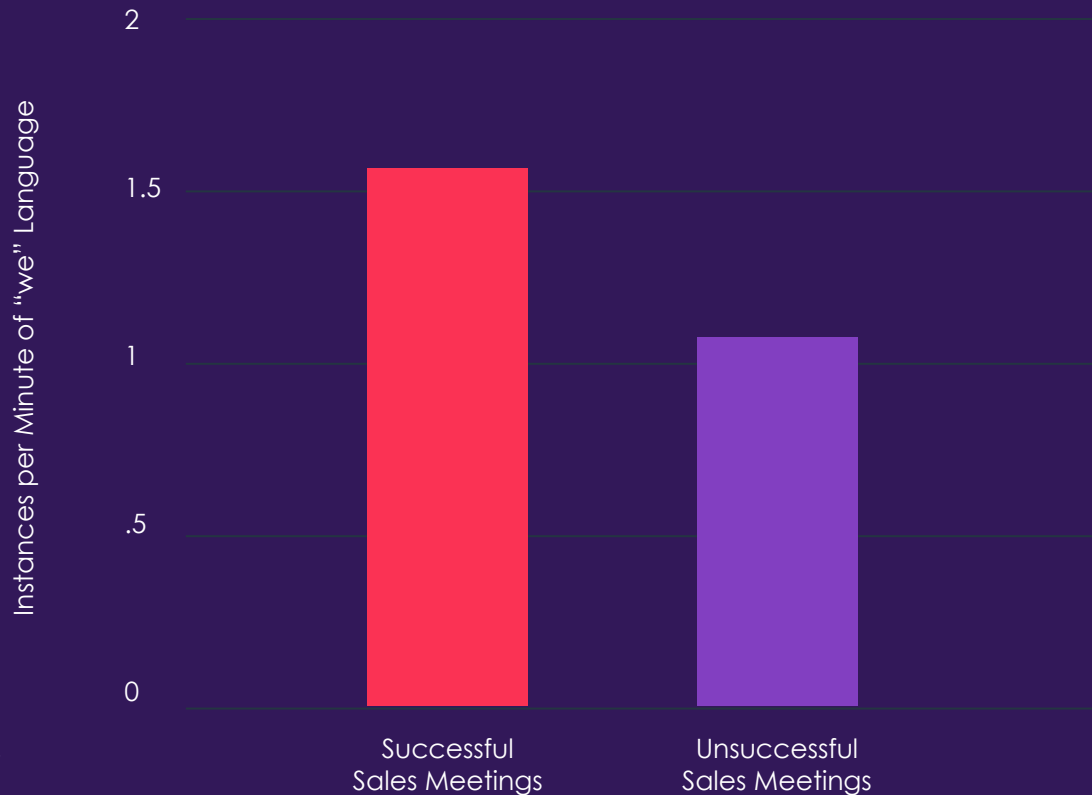


## Use "We" During Cold Calls

Successful salespeople ramp up their use of "we" language during cold calls. This helps them "sell" their company as one worthy of having a meeting with and start to build some credibility in the mind of the prospect.



# During The First 5 Minutes Of Scheduled Sales Calls

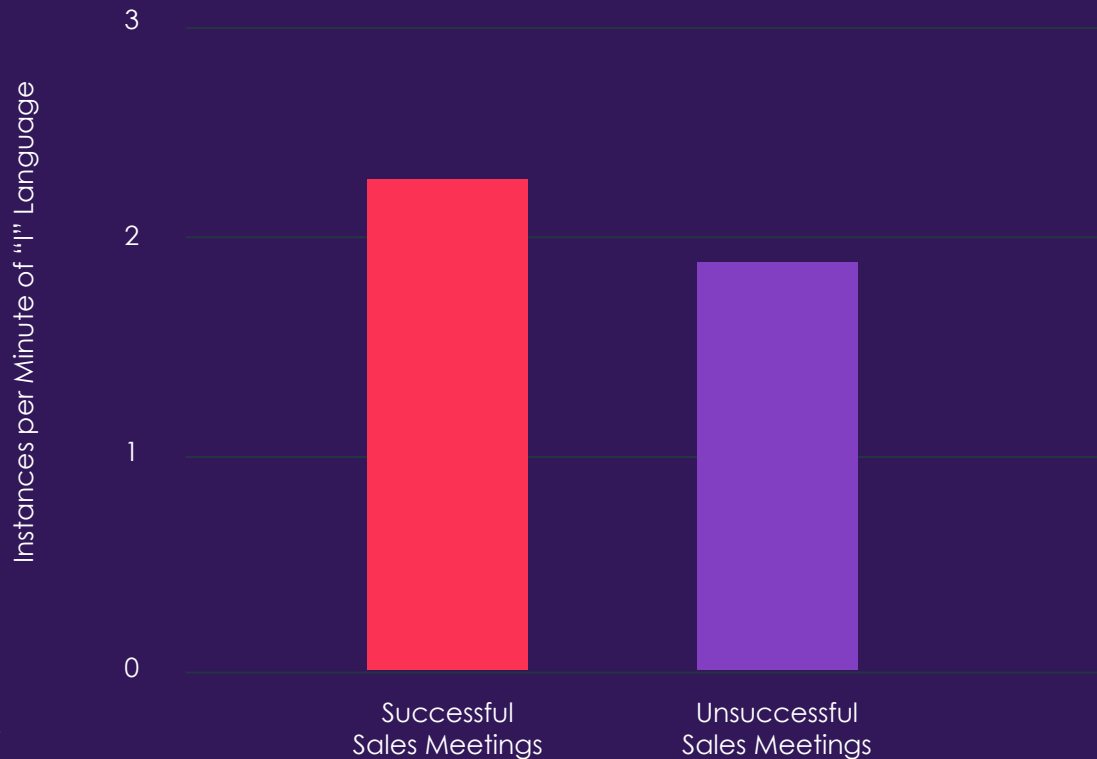


## Start Scheduled Calls Using "We"

Successful sellers continue to focus their efforts on building credibility during the initial sales meeting they booked by using "we" language. Successful sellers continue this heightened use of "we" language during the first 4-6 minutes of scheduled sales meetings.



# Past The First 5 Minutes Of Scheduled Sales Calls



## Transition to "I" to Build Rapport

Once they've "warmed up" the buyer to their company with a lavish use of "we" language, successful sellers transition to building rapport by introducing more unifying "I" language for the remainder of the call.



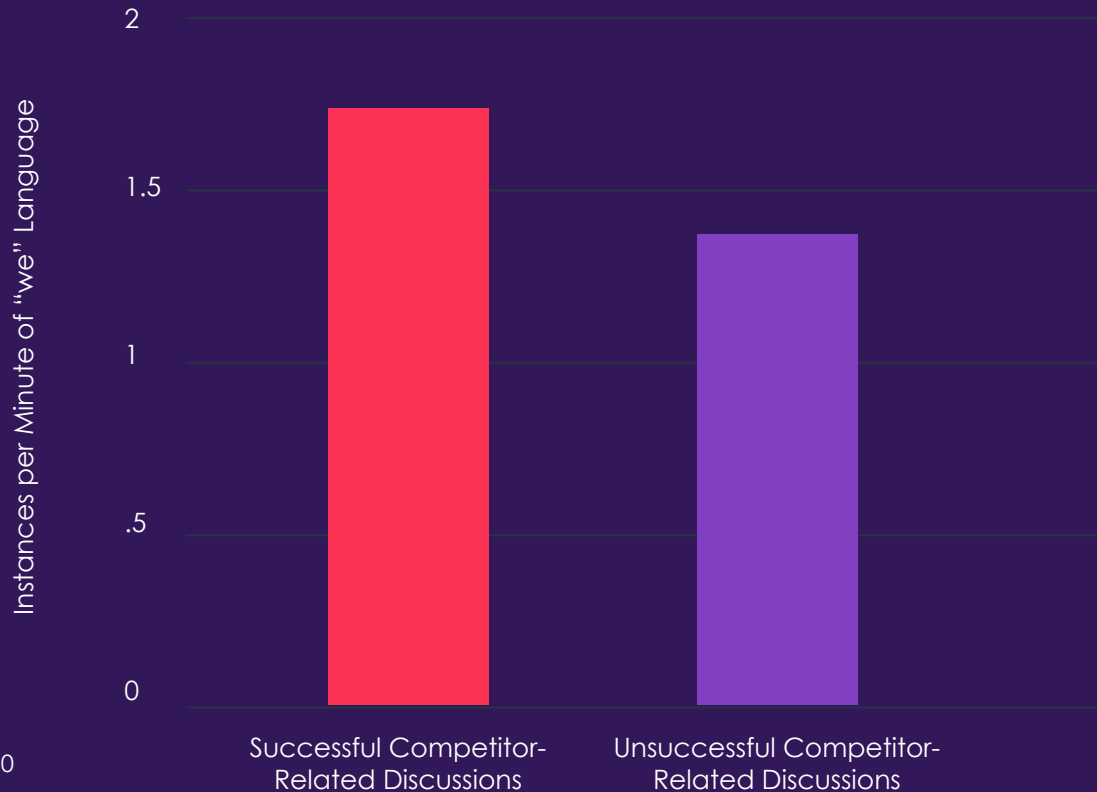


# Use "I" Language During Pricing



Use "I" language to **humanize yourself** during a negotiation to be treated more fairly by your buyer. If you don't, they'll feel like they're negotiating with a company rather than a person, and will "grind you down on price. But when you humanize yourself, you can nip this behavior in the bud. Your inviting your buyer's emotions to play a bigger role in their negotiating behaviors.

# Language for Competitive Calls



## Use "We" for Competitive Calls

An interesting trend we noticed is that the use of "we" language heightens again when the successful salesperson is discussing their competition with the buyer. Successful sellers respond by lavishly using "we" language to differentiate from their competitors.



# THANK YOU



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