

# 25 Words & Phrases to Win With - Part 2

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Whether you're negotiating with another agent, interviewing a potential team member or just having a difficult conversation, it's important to remember that your words matter. The words and phrases you use set the context and tone and either turn your interaction into an aggressive one (where someone must win and someone must lose) or a collaborative one where everyone feels heard and everyone can win.

## Words to Win With (Difficult Conversations)

*These are some words and phrases you can use in difficult conversations. Whenever you're having an emotionally charged or contentious conversation, these are tools to use to help de-escalate and reach common ground.*

### 17. 'I'm sorry. I take responsibility for that and I want to fix it right away.'

*The key to a sincere apology is about how you make the recipient feel. It doesn't matter how you phrase the second half, just don't follow it up with a justification or explanation. Use this phrase to take full responsibility for the situation.*

### 18. 'How can I make this right?'

*You may or may not be the source of the problem, but the goal is for you to find a win-win outcome. This calibrated question is powerful because it shows your humility and desire to make things right.*

### 19. 'I hear you.'

*For those are primarily verbal communicators, this is a strong statement to make them feel heard and acknowledged (even if you don't completely agree with them). In a situation where someone is frustrated or venting, a simple 'I hear you' can go a long way.*

### 20. 'Help me understand.'

*In a contentious situation, we tend to talk over each other without listening. This phrase implies that you desire to see their point of view, even if you don't just yet. Asking them to explain allows them to share their point of view and shows you're still working to understand them.*

### 21. 'I like what you said about...'

*This phrase is similar to 'Help me understand.' It shows you're coming to their side of the table and listening, understanding and even agreeing with some of what they're saying.*

### 22. 'I've got your back.'

*This is always a good phrase to use, even when your side is not blameless. Everyone needs to hear that someone is on our side. It helps us drop our defenses and assuages fear in contentious situations.*

### 23. 'Thank you for sharing.'

*When someone is brave enough to offer constructive criticism or put themselves out there in a tense situation, it's important to offer affirmation. This calms them down and shows appreciation for their effort and courage.*

### 24. 'How can I help?'

*This phrase demonstrates that you acknowledge the other person's worry. It opens the door for them to either accept your help or feel confident enough to come back and accept it at a later time.*

### 25. 'It sounds like...' or 'It seems like...' or 'It feels like...'

*Labeling the other person's concern or anger can help defuse an emotional situation. Use these phrases to identify and give context to their feelings so you can work together to address them and discuss solutions.*