



The #1 Killer Phrase of all time.

A sweet 'n sour, little two-step that gives with one hand as it takes back with the other. "Yes, BUT..." is suitable for any occasion.

a/k/a: "Yeah, but..."

"You're right, but..."

Defusing Strategy:

Look beyond the "BUT" to find the true message.

Handle objections. Often "Yes, BUT..." is a prefix for additional Killer Phrases, such as "It's not in the budget" or "We tried that before." Clarify the concern and address it.

Be a detail person. If "Yes, BUT..." is a request for more information, use examples to make your idea come alive.

Stay open. Use the information after "BUT" to create an alternative solution that incorporates the new perspective.

Check it out... it's the context. Is this phrase just conversational filler, like "you know." If you can substitute "Yes, and..." for "Yes, BUT..." without changing the meaning, it's not meant to be a Killer Phrase.

Leadership Action:

"Yes, and..." allows a dialogue. "Yes, BUT..." offers an excuse for ending the discussion. Replace "Yes, BUT..." with "Yes, and..." in your own conversations and watch the empowered responses.