

Key Message Development / **Delivery Training**

Key Messages	Transition Phrases
1	What's important to remember isLet me just addAs I said
•	 Flags The key thing is The best part about What you really need to know is There are three points we need to remember
•	 Negatives to Positives Yes, that's been said, but let's not forget that What we do know is The real question here is
• • • • • • • • • • • • • •	