Activity 17-A
Over-Coming "NO"

Develop a series of responses/questions that could be offered at the moment the suspect/prospect/customer says, "no". Develop your question when you sense each of the following situational responses from a suspect/prospect/customer:

(Wrong timing) ____
____
____
____ ?

(No money/revenue problems) ____
____
____
____ ?

(Lack of buying power/authority) ____
____
____
____ ?

(No need) ____
____
____
____ ?

(Impending change in position or players) ____
____
____
____ ?

Another effective way to dispense with "no" is to recognize when the prospect has used "no" is this consistent with a previous time you heard "no" and empathetically and professionally responded to it, resolved it, and made a sale in spite of it. If so, then simply use that prior experience as a conversational reference by using a time-tested response formula called "**Feel-Felt-Found**". It would sound like this, "I can appreciate how you feel, in fact I have several very happy clients that initially felt the same way, what they found though was (insert a benefit statement here)."

When dealing with "no" you want to engage the other person in a conversational manner and not feel compelled to be defensive or be intimidate by their "no". A great way to frame your conversational engagement approach is to utilize any of the above ideas or your own strategies, and frame them around the following three step approach:

1. **<u>FIRST - Qualify</u>** what you have just heard as the objection or no statement. This is easily done by merely restating in their own words, what you just heard them to say and ask for confirmation. Never use your words and never appear to be confrontational, just restate what you heard.

2. **<u>SECOND – Clarify</u>** what you heard then by putting it into context based upon fact, logic, data that is not from your position. You do not want to appear to be challenging them, you want to merely engage them conversationally and present additional, new information for them to put into context what you presenting at the time of their objection or no statement.

3. **<u>THIRD – Close</u>** that interaction based upon what you do at step two and their response. If they process your new data and are accepting, you would continue with your sales presentation as if you never were interrupted with the objection or no. If they do not accept your new third party data, politely wrap up your conversation for that day, as they are not going to buy and any further interaction at that moment in time will cause theme to passive-aggressively work against you after you leave.

A "no" is simply a response to the offer that we have not personalized enough to them so that they see significant gain by accepting our offer. Work more diligently on the Interest questioning stage of the sales process and the Presentation solution stage, and the volume of "no's" will decline and the percentage of closing successes will go up!