



The Builder of **SALES CHAMPIONS!**

April 2009 Newsletter **Learn to Love “No”** **by Tom Hopkins**

Everyone sells, one way or another. As parents, we sell our children on our belief systems and our values. In courtship, we sell ourselves to our prospective partners. At work, we sell ourselves every day to our employers and our co-workers.

However, there's something keeping us from doing the best job of selling in every situation. It's the fear of rejection. And, rejection most often comes in the shape of one of the smallest words in the English language--"no." Isn't it amazing how such a small word can have such a huge impact on us?

Why are we afraid of this one little word? Our fears began when we were toddlers. We constantly heard the word "no" from our parents, grandparents and others who cared for us. They said it to help direct our actions and learn how to control our emotions, yet we saw it as something negative because we didn't fully understand the reasons behind it.

After hearing "no" enough times, many of us tend to desensitize ourselves to its impact. Others of us continue to take it personally. Those who still take the word "no" as a personal affront have a low threshold for the amount of rejection they can handle. And in selling, you have to have a pretty high threshold if you intend to survive these tough times and thrive as we begin to recover.

Let's rethink how we react to the word "no" in selling situations. Hearing "no" is not necessarily a bad thing. In fact, it should be expected in every sales situation because you have to get through the "no's" before you can get to a "yes." Start thinking of the word "no" as feedback rather than a stopping block. With every "no" quickly think of how you can change direction and try again. The "yeses" are out there, you just may have to run through a maze of "no's" to find them.

If you allow yourself to start feeling negative about all the "no's" you're hearing, remember my five attitudes toward failure.

I never see failure as failure, but only as a learning experience.

I never see failure as failure, but only as the negative feedback I need to change course in my direction.



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I never see failure as failure but only as the opportunity to develop my sense of humor.

I never see failure as failure but only as an opportunity to practice my techniques and perfect my performance.

I never see failure as failure, but only as the game I must play to win!

Stop taking "no" personally! Learn to love it instead. It's just a detour sign, not a dead end!

TIMELY TIP

Mastering Closing

The average consumer knows at least three ways to stall or stop a sale. If you only know how to address two of those concerns, what are the odds of closing the sale? Not very good.

Keep a running list of the concerns you hear most often about your product or service. Determine the best ways to address them (perhaps among your sales associates). Then master those words!

After you address the concerns, it's time to close. It's been reported that the average decision-maker doesn't say 'yes' to a buying decision until after saying 'no' five times. Count 'em, five! If that's the case, the 'average' salesperson has to have at least six closes in their arsenal.

Champions must have even more. Average salespeople look at learning multiple closes as drudgery. Champions recognize each close as giving them another opportunity to serve their clients' needs.

Are you limiting your opportunities or are you dedicated to mastering more closes? Dedicate yourself to mastering one new close every month.

There happens to be one at the bottom of this newsletter. Read on!



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CLOSE OF THE MONTH

The Recall Strategy

The recall strategy is using the customer's words, phrases, or position to help the customer move ahead.

For example, if you are selling a piece of jewelry and, after an excellent presentation your customer says, "It's lovely, but it's so expensive," the recall strategy might be helpful. By responding respectfully, you can say,

Phraseology: "Mary, remember when you mentioned earlier that quality was very important to you? Is this the type of quality you're referring to?"

If she answers "Yes," it will make it easier for her to isolate that this piece is the one she is looking for. Now, the two of you can figure out how she can pay for it.

If she answers "No," you can find her something with which she is more comfortable.

Excerpted from *The Certifiable Salesperson* book - \$19.95.