

I have a quick question for you: *What does "no" mean?*

There's a reason I ask what *seems* like a silly question.

Brian McClure said "no" to Chris Chambless *three* times.

Ray Montie said "no" to Brian McClure *three* times.

Brian is now Ambit's #1 income earner and Ray is #4.

So, if you had approached Brian or Ray and gotten a "no," would you accept that answer knowing what you know about them? Can you imagine being the person who sponsored Ray Montie? Could you imagine being the person that took "no" for an answer and never followed up only to have Ray join *someone else's team*?

Well, what if you have someone who has either already told you "no" or soon will ... and what if that person were the *next* Ray Montie or the *next* Brian McClure?

People say "no" for a lot of different reasons and most of the time it really means "not right now."

The question is, how do you keep the opportunity in front of them after you've been told "no" in a way that doesn't become really annoying?

One way that I've seen some success with this is to recognize what the person said but not to equate their refusal with rejection. They may have refused the invitation but that doesn't necessarily mean they rejected me or the concept. "No" is frequently a protective mechanism, a way to give themselves time to think and research and study.

So, I might say:

Listen, I realize this may not be the right time in your life to think about taking on a business opportunity as powerful as this but if it's okay with you, I'll keep you posted on the company's growth and the progress of my business.

In the meantime, at least let me save you some money by upgrading your service to Ambit Energy. I'll stop by and pick up your bill and take care of everything personally. It won't cost you a dime and there's absolutely no commitment. If you're interested in cutting the supply side of your bill down to nothing, let me know and I'll help you every step of the way.

Another thing we could do would be to help those you care about save money, too. I'll help your friends and family save money on a bill they have to pay every month and they'll send you the "thanks!"

When would be a good time for me to stop by?

Additional Reading: [Eight Steps for Getting Past No](#)

The key is to try to understand the real reason for the reluctance or the refusal. It may *not* be what they tell you. It may be something else entirely. The "no" may be based on misinformation or myth. It may be said out of fear or annoyance.

Whatever the reason behind the "no," it may not be strong. It may be weak in which case *patiently persistent* effort on your part might, in time, allow them to move to the point of accepting your invitation to take a look.

Remember, your focus is simply to get them to take a look. Nothing else.

Tim, sometimes no means no. But sometimes no means *not right now*. Don't let "no" stop you cold.

To your success!



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No.
No.
No.
YES!

No.
No.
No.
YES!

