



Todd Pegelow
todd@kaiana.com
845 444 1050

I want to share with you something that found its way to my inbox today. I've been a student of Dan Kennedy, master marketer, for a couple of years. He always has great insights and this one fits so well with our Ambit Business that I just had to pass it along.

From Dan Kennedy

If you're going to achieve high levels of success in selling, you've got to be able to get positive results under negative circumstances.

For ten years I had the great privilege of touring North America, appearing as a speaker on seminar programs with legendary sales and success speaker Zig Ziglar, as well as Brian Tracy, Jim Rohn, Tom Hopkins, and numerous celebrities, addressing audiences of as many as 35,000 people in each city. Zig is one of the "masters" I studied at the very beginning of my selling life. One of his stories that stuck in my mind permanently features the saleswoman who couldn't hear a "NO" shouted in her ear but could hear a whispered "yes" from 50 paces.



That is the right approach: **Simply ignore the word "no."**

People start out by saying no to things for many, many reasons. It's sort of an automatic, knee-jerk, defense mechanism. They may not fully understand the matter you are dealing with and may be too embarrassed to admit it.

They may not know how to intelligently make a decision.

They may lack self-confidence and self-esteem.

They may be afraid.

They may have financial problems that (in their minds) preclude them from going along with you.

There are probably hundreds of possible reasons for "the erroneous no." Don't let it stop you.

Here are "Eight Steps for Getting Past No"

1. Determine you are going to exert control over the situation and the other people involved.
2. Determine you can and will get positive results even in negative situations.
3. Get your ego out of the way.
4. Do not confuse refusal with rejection.
5. Be more interested in achieving positive results than in anything else.
6. Understand that most no's are erroneous.
7. Ignore the "erroneous no." Keep making your case. Keep probing for the real reason for reluctance or refusal.
8. Respond only to real reasons. Don't get caught up in responding to "erroneous no's" - that's like wrestling with a phantom.

Understanding, remembering, and using the eight steps will help you convert many refusals to ultimate acceptance. **A great deal of traditional sales training focuses on "closing," but I maintain if you need to close, you opened poorly.** When the buying criteria and framework is properly established, your close should be effortless, painless, and automatic.

Every so often, you will find yourself up against the "tough customer." When that occurs, ignoring no is a giant step toward yes.

To your success,

todd