

FALL IN LOVE WITH THE WORD NO & WATCH YOUR CONFIDENCE & PROFITS SOAR!

By Barb Girson



Preamble: I recently saw Dr. Vrunda Dave's keynote presentation "Go for the Bold!" at the Women Educating Women conference. Her story is compelling and she is one gutsy and bold woman. She is using her boldness and gutsy-ness to inspire others, and inspire the audience is just what she did during the conference.

One of Dr. Dave's key points was how women need to get familiar with hearing NO. I connected with her message and offer this article to help readers get comfortable with "NO" and ultimately conquer the power that NO sometimes has on entrepreneurs. I challenge all of you to "Fall in Love with the Word NO!"

ASK YOURSELF:

- What impact does the word NO have on your business?
- What meaning do you attach to hearing "NO; I am not interested in your products or services"?
- How do you recover from hearing NO?
- How comfortable are you saying NO?
- Do you ever shy away from asking for the business for fear you will get a NO?

This two-letter word typically has a powerful and sometimes paralyzing effect on sales professionals, entrepreneurs, and women. You might find yourself going out of your way to avoid hearing NO.

On the other hand, when it pertains to setting boundaries, or responding to requests, you do not want to do, women especially, have a hard time saying NO to others. Women do not want to give or receive a NO. This must change. Follow these suggestions and you are well on your way to fall in love with NO.

Falling in love with the word "NO" is one of the hardest parts of being in sales—especially if you are a solo entrepreneur and working on your own. To be successful you must make "NO" a friend not a foe. Desensitize yourself to the impact that little word has on you. Every minute you are dwelling in the aftermath of No, your energy is diminished and time is wasted that could be better used on pursuing a YES.

Get over the fear of hearing "NO" and you will feel free! The world will look brighter; you will seek "NO's" everywhere you go! Permit yourself to hear "NO" and anticipate a "YES" soon. Every NO brings you closer to a "YES"! When you are falling in love with "NO", you have a sense of excitement and you are attracted to a "NO" instead of fearing,

or avoiding. "NO" becomes an energizer instead being viewed as negative response.

Brain research is all the rage lately. The research helps us to explain and understand human behavior. Brain scanning studies show that when you fall in love you are experiencing a motivation or drive. During early stages, you spark activity in the brain regions that are associated with motivation and reward. This awakening of self-manufactured brain activity will help you focus on planning and pursuing positive sales results.

Make it a game, enjoy the chase—you must collect the NO's to find the YES.

A fun twist is to see how many NO's you can accumulate. Each month count your 'NO's' and try to get 100 people who say NO to selling your product, NO to setting an appointment, and NO to purchasing! Add one more NO, if they will not even be willing to have you call them back! Finding a complete string of no's one after another gets harder than you think.

You will get better and better at dealing with the "NO's". The more you practice, the tougher it becomes to get those 100 "NO's". You will soon find more YES's creeping in. Do not let this distract you toward your primary goal; Collect the NO's.

BEFORE YOU START COLLECTING YOUR 100 NO'S HERE ARE SOME POINTS TO REMEMBER:

1. Ask Everyone!

The people you do not ask are not a NO or a YES and lead you nowhere.

2. Start asking people whom you think will say NO first. Face the tiger head on.

If they say "yes" you can think... "Wow, am I good! If they say "NO" you can say to yourself, "I trust my intuition."





3. When someone says "NO" say ...

"Thank you for being honest!" (Think how they have saved you time and energy you could be spending with someone who is more likely to accept your service or purchasing your product.)

4. The more "no's you get, the closer you are to a "yes"!

See how many no's you go through to get to a yes. Do you usually need to ask 6-8-10 people? Make it a challenge to get 10 no's in a row. It is very difficult.

5. Here's a modified childhood motto that a wise woman once shared with me...

"Sticks and Stones will break my bones, yet a "NO" will never hurt me. Chant it when necessary.

6. Find out if the person is saying no, not now or no, never. Ask.

"I hear you saying NO...is that NO not now or NO never?" Or "If you firm with that, I respect you..."

however..." Present your option with a new benefit explained.

7. If you hear 'NO' transpose the letter-'ON'.

Heed the message. It means you need to 'Go On'. Keep going on.

8. Learn from our children. Do not take the first no as no.

When I tell my daughters, Robyn and Rayna, NO -they do not accept the first no. They wait a while rephrase and ask again. They find another angle or benefit. It has been said children will creatively ask parents 54 times for something they want.

9. Turn a "no" into a maybe.

When children hear their parents say "maybe" they think we are half way to a "yes." Learn from our children.

10. Understand the first time you hear a "NO" response, it is robotic.

If you ask again you are showing your sincerity that you really want the person to have the opportunity to accept your invitation. Understand and recognize a programmed and automatic response. Check in and ask again.

Once you ask for the sale or order, remember it may take your prospect time to accept your proposal. Set your expectations by understanding what it takes for someone to accept a new idea. There is a normal process most people go through before they accept a new idea, product, or service. They will typically reject the suggestion first, especially if it requires making a change. After hearing the concept again, they may experience some degree of acceptance and when they are ready to adopt your offer, the last step is assimilation.

The process is not always linear and not all people go through all six steps. It also depends on what you are offering, the cost, and other factors. By understanding this process, it makes sense to explore beyond the NO, with your prospects' permission, and continue the dialogue respectfully.

MAKE SURE YOU GIVE YOUR PROSPECTS THE OPPORTUNITY TO GET THROUGH THE SIX STEPS. BE POLITELY PERSISTENT.

HERE ARE THE SIX STEPS OF ACCEPTING A NEW IDEA:

1. First Time Total Rejection

No way, I am not interested in your product or service.

2. Partial Rejection

I do like these products or services, especially the one you talked about first.

3. Partial Acceptance

You know my colleagues might appreciate your service. Let me talk to them about it.

4. Total Acceptance

I see the benefit of what you are proposing.

5. Partial Assimilation

Maybe we could start on a trial basis.

6. Total Assimilation

Yes, let's draw up the agreement. The acceptance of an idea applies to selling a new product, or service.

Now let's flip it. Failing in love with NO is a two-way street. When you get a request that you want to say NO yet you are concerned about hurting the other person's feelings, remember that people appreciate directness. Be firm and respectful and just say NO.

If you give a soft no, you are setting yourself up to be asked again and again. When you are responding to a request with a NO, give a short and succinct reply and a brief reason. Too much explanation invites inquiry or judgment.

When you can give and receive a NO with neutrality, people will be more honest in their communications with you. Romance the word NO, and you will be better equipped to ask for the business, serve your clients, and set boundaries. Accept the challenge to collect 100 No's. Fall in love with the word NO.



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