

When the Client says NO

The easiest way to discover why a client will say no to a solution or proposal is to put on paper the reason you the sales person imagined the client said no. Take this paper and put it to the side and start discovering the real reasons why the client stated NO. Ask the client if you can ask one last question and that question is what is the real reason stopping you from moving forward? This is the only way to learn the real reason that you hear no.

Once the real reason is determined then and only then can the sales person help the client make a fantastic decision to own today and from you. Frequently the sales person is guessing and throwing out information that is not relevant to the client. The information forms a larger cloud that blocks the vision of owning and presents obstacles that are self induced. Introduce information that is pertinent to the client and there reasons to purchase.

When I hear no from a customer I immediately know I have not listened and heard the exact meaning or I have not asked the right questions to discover what it is the client wants or answered the concerns they may have. No means I did not discover the client's motive to own. I did not find out if it is logic or emotion driving the sale. I have wasted their time and mine. These are things I must discover during my information gathering time.

Try to discover what is driving the sale the mood, emotion and personality of the client. Sometimes the problem has taken weeks, months or more to finally frustrate the client to start to question why it should be fixed. I need to find out what is driving the sale. Sometimes it is as simple as relatives visiting for a week. My questions must surround the relatives coming for the week and how we can make it easier for them.

A good practice is to qualify the client during the information gathering time and here are some best practices with business to consumer criteria. The client must be able to:

1. Want
2. Need
3. Can use
4. Can afford

Once these four criteria are met there is a great chance 90%-95% of the time there is a sale going forward. I answer those 4 criteria the word no develop into questions showing real interest instead of having to trick myself into thinking objections are a sign of interest. Objections are really a sign that the sales person has not hit those criteria for the client to own. The sales person has not listened to the client or given sufficient rationale to move forward. The client may need these items however they do not need me to get it resolved. I must drive that need and dig deeper.

The more you can discover and the more you present information with good solid communication the client must make a decision to own or not own. Each new piece of information given asks the client to make another decision. Give the information necessary to have an enjoyable ownership exchange while making it a different experience for the client.

The idea behind the sale is to receive a yes and the more a sales person hears the word yes from the client the greater the chance of a successful sale. No is a negative word and hinders the sale the aim is to keep it positive and on the right path.

Find out why the client wants to own and if he or she states a no find out why you have received the no. It is much easier to help and guide the client to a great decision when you discover why something happens. Start today to enjoy hearing the word YES.