



### SALES MOTIVATOR!

By Ron Fleitz

**When the Customer says NO!** Everybody is out there working hard to make 2011 their best year ever... You are hunting new customers, trying to build business, making appointments and so what happens when the customer/prospect says no?

It could be when you are trying to sell something specific to a customer; you are returning after presenting a quotation to a prospective new customer or at any given time. Sometimes it's not how you sell, it's how you handle the "turndown or rejection". Your only victory here is earning the "right to return".

- 1. Hide your disappointment**— "What I'd like to do"— (In person.) It would not be appropriate at this time to throw your appointment book across the room, try to create a new expletive or rant and rave until you have to seek help for high blood pressure and/or anger management classes. Instead, you must hide your feelings (tough if you are a very passionate sales person), smile and go to point 2 below. If you are on the phone—silence isn't golden. The customer/prospect may hear those words you are whispering to yourself about your personal opinion of them. Instead, go directly to point 2.
- 2. Why not me?** They may or may not tell you. But in all honesty, if they requested a price or quotation from you, you do deserve to know why somebody else got the order or kept the business. Quite frankly, all good buyers should give an answer to your respectful request. Do you believe what they say? That depends upon who you are dealing with.
- 3. Non-confrontational rebuttal**—Without throwing guilt or questioning their motive, you must defend your company and yourself-with the end result being that you have another opportunity the next time they buy major equipment or evaluate their supplier(s). Remember, even if you lose and are the most valuable or "best value" bid (price, service, warranty, etc.) , eventually and maybe consecutively, you may gain ground by providing enough doubt in their mind.
- 4. Thank Them!** Even though you may not appreciate the response, taking the high road gives you the best opportunity for return. Plus, you never know when they may need you in an emergency situation. If the buyer/new prospect did not tell you the truth, then it is on their conscience and not yours.

Some of my hardest and longest taking prospects proved to be some of my best customers. Just keep at it because persistence always pays off!

**Happy Selling! Ron**

### Quote of the Issue

**"I do the best I know how, the very best I can; and I mean to keep on doing it until the end.**

**If the end brings me out all right, what is said against me will not amount to anything.**

**If the end brings me out all wrong, ten angels swearing I was right would make no difference."**

Abraham Lincoln

### OMNI NOTES

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