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Don't Say No for Your Customer



My step-daughter Haylee giving a donkey a chance.

This is very much a sales situation, but can be used in many situations in life. The thought here is don't say no for someone that you want to buy something from you. Don't put up obstacles for the person that could say yes. One way of looking at this is this example. You are a young guy who wants to ask out Haylee. You wrongly (or rightly but you don't know yet) think Haylee would never go out with you, so why even ask? Don't say no for Haylee! She might say yes, so you win, or she may say no and you win, too, because you are getting experience in asking out the type of girl you are looking to date! In sales, the example is my customer who will never buy what I am selling so why ask. Being happy and successful (and yes, I believe those two things go together) is challenging enough that you shouldn't be your own biggest obstacle. I read one author call it "stinking thinking."

A recent example of saying no for your client was with my lovely wife, Crystal. She was going to get an opportunity to list a family's home for sale. Her meeting took place 10 days before Thanksgiving, so she started assuming that the clients wouldn't want to list until after the holidays. I stopped her in her tracks and said why would you want to delay the opportunity for both you and them to sell their home? She said that she just thought (insert saying no for them) they wouldn't want to be bothered over the holidays. I further asked why you think that? She said because she wouldn't want to do that. I nicely asked, "Are you selling your home or trying to sell theirs?"

I further (gently) asked if given a choice, would you rather have this whole sales process take a long time or potentially a short time. She gave me that "stop selling me look" and, said well, of course, a short time. I then said, "Stop saying no for someone that might want to say YES!" I looked at it from a lifelong optimistic salesman point of view. First close right away, sign the listing immediately (time is your enemy when you are in a competitive sales situation and you are winning, so close the deal!)

She was winning, but there were five other Realtors jockeying for this \$600K house listing which pays between \$9K-\$18K commissions. Secondly, people have more down time to

look at a house during the holidays. Hey, we all know that late spring and summer has more activity (and more competition, more houses on the market) but that time was six months away so let's make this time the best time! When you are showing your home, the home owners normally leave the home, what better time to leave their home than the holiday season. It is prime time to shop and see all the great movies that are released each and every holiday season. People tend to buy large gifts during the holiday season, right? So doesn't a house qualify as a large gift? I might Photoshop a bow on the house in the advertisements till December 25th! There's no money in "no", so don't help yourself to go broke by adding "no's" for your clients!