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Sell Yes or Buy No



**The King of selling you on YES! Ben Cornett and me 2015
Las Vegas**

You sell them on “yes” or they sell you on “no.” One of my favorite things I get to do each day is recap with each the people that work in each business. The most detailed recap is the PAR one. Ernie, Kyle, Craig, Scott, and Sarah talk about what went good, great and not so well. It's a very positive call and we find ways to do things better. My old Boss Ben is always in my head on these recaps. Ben said and it's true, "In every transaction you sell them on yes or they sell you on no."

This is as true today as it was when I heard it in 1988! I listen to the guys recap their wins and temporary losses. We sold Joe some cameras, Bob said he needed to wait, so we sold Joe on Yes and Bob sold us on No. There are a lot of factors, nothing black and white, but if you aren't kidding yourself it comes back to Ben's statement in 1998. This is true if you are a 16-year-old trying to get a later curfew or a guy asking a gal to a dance, or Donald Trump trying to buy a building for less than asking price. I truly feel the sooner you recognize and realize this to be fact, the sooner you will start to master this fact of life. Buying No is the road to mediocracy. Selling yes is the road to success!