

# Dealing with “No”

It's a one-word answer. The word “No.” Some people really have a tough time accepting the fact that they are going to hear the word “No” fairly often. They get discouraged and feel rejected because they look at the word “No” as a negative. Nothing could be further from the truth. The word “No” simply means that nothing changes. Think about it. You approach your neighbours and ask them to do business with you and they say “No” – what has changed? Are they still your neighbours? Yes. Did your income go up or down? No. Nothing has changed. This situation can't be a negative; to be negative things would have had to get worse, and they didn't. Everything remained exactly the same.

On the other hand, what if they had said, “Yes.” Now there are some positive changes. They got to receive a great product or service. (Positive) You get a chance to gain their confidence and acquire a new client. (Positive) You get to earn some money. (Positive) You may get some referrals. (Positive) You can see by this example that there are no negatives in business. There are times when nothing changes and positives.

Over the next month we are going to conduct an experiment. On the following pages there are 100 No's. You are to go out there and conduct your business and every time you get a No check it off. If you want to see your business explode with growth take this exercise very seriously.

1. Ask someone in your warm market for an appointment.
2. Ask a company if they would like a free lunch hour seminar for their employees.
3. Ask an existing client for a referral.
4. Ask a center of influence if they would like to set up a referral network with you.
5. Follow up on a database letter and ask for an appointment.

The more you do this, the harder it becomes to get those 100 No's. You will find that “Yes” will creep in there every once in a while. Don't let this distract you from your primary goal to get those 100 No's.

For this exercise to truly be effective you have to HEAR the NO, so you need to ask the question either face to face, over the phone / Facetime / Zoom. Email, social media messaging, and texting DO NOT COUNT.

**GET TO 100 AS FAST AS YOU CAN!!!!**



**Question you are going to ask that if you get a YES it will move your business forward:**

NO	NO	NO	NO	NO
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