



The CONNECTION™

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Saying No Quickly

Salespeople don't like to say no to a customer - but sometimes we know we can't do what a customer asks. Here's what you don't want to do:

- Say, "I'll look into it," then leave the customer hanging with hope, even though you'll never be able to do what he or she asks.
- Brush the question aside as unimportant and try to bulldoze through the sale.
- Blame someone else. "I'd love to, but you know how my company/sales manager is." The day may come when you need him or her to approve something and you don't want the customer to dread dealing with others in your organization

A far better solution is to tell the customer what you CAN do for him or her, or at least give a good reason why you can't accede to the request.

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