



Going for the “NO”

People in business development never want to hear the word “No.” No is failure. No means that we have to start over somewhere else. We’re told to fight No, and turn it into a “Yes.”

We often cling to the idea that if we only have a 10-percent chance of closing the deal, it still might blossom into a sale.

Rarely do salespeople consider a deal to be over until far past the time it is really over. It’s human nature. They act on the notion that “where there’s life, there’s hope” and “never give up.”

There is another approach. We here at Sandler Training teach people to “go for the no.” When I went through Sandler Training as a client, and then started in the training business a few years later, my coach told me that my objective over the next 12 months was to get 100 NOs.

My coach convinced me that

there was wisdom in the approach. When I began to get that many NOs, I stumbled across plenty of YESs. I learned that I was no longer spending my time chasing lost causes.

I didn’t have to chase: I gave the potential client a chance to give me an honest answer. The opportunities on my radar screen were real. One hundred percent of my sweat and focus was spent on real opportunities.

Many salespeople resist this logic. They’re afraid that if they push for No, they may not have many opportunities left to pursue. My question to them is, “How can you lose something you never even had to begin with?”

Give the prospect permission to say “No” and deal with the truth. That doesn’t mean you’ll never do business. It simply means that for the time being, there’s no need, want or budget and you can focus your efforts elsewhere.

We are creating a different

problem, a different challenge, in getting honest NOs. That is: how to find new, real prospects? We’ve removed the blinders and have a firm grasp on where we stand. Now we recognize what’s really there and can put resources toward finding new prospects.

The first step in finding new prospects is to establish your closing ratio. Calculate the number of sales you need to reach your goals. From that information, determine the number of NOs that you need to reach your goals and work those numbers. You’ll never have an unsuccessful sales meeting that way. When you get a No, you’re closer to reaching that goal. Getting Yes becomes a byproduct of your efforts. It keeps prospects moving and removes phantom opportunities. Happy hunting.

Editor’s Note on the author:
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Shopping for Healthcare

As patients we have a responsibility to use our healthcare dollars wisely. How do we get results quickly and inexpensively while addressing our medical concerns?

For example, consider an MRI. Most insurance companies will have you follow a progressive care plan before they will authorize your MRI. This progressive care plan may include X-rays to physical therapy. Hospitals will try to integrate your care and keep you within their healthcare system. Many physicians offer services in their offices that are also provided in the healthcare setting. So, what questions do you need to ask to be an informed consumer?

When being referred to a specialist be sure to ask why. Why is this specialist the right one for your care? What are your other options? Most insurance plans will pay for a second opinion. Do not be afraid to investigate.

When meeting with a specialist, be sure to ask the following questions:

- ~What are the specialist's infection rates for your surgical procedure?
- ~How many of these procedures does the specialist perform a year?

A physician who repeatedly does the same procedure will likely be more proficient with higher chance of a good outcome. Remember, a good doctor will gladly answer any questions that lead to a healthier, better informed patient.

Bank Holiday

Monday, May 30th Memorial Day

Buttermilk Pancakes

Make sure your pan is so hot that water dances on it...I usually turn it down a bit after that so as to not burn the pancakes and to give them time to cook in the middle, but it is still super hot. Remember to not squoosh a pancake or flip a pancake more than once.

- 1 egg
- 1 c flour
- 1 1/2 c buttermilk (no substitutes)
- 1/2 t baking powder
- 1/2 t salt
- 1 t baking soda
- 1 t sugar

Stir till mixed but still very lumpy. Cook on a hot non-stick skillet or electric non-stick skillet. Serve hot with butter, real maple syrup and a rasher of bacon or some pork sausage links. Oh...and don't forget the COFFEE!

Accessing...



Don't forget to take a look at what QBS Rewards and Benefits offers.

1. Go to www.qualitybsolutions.net
2. Click on Rewards and Benefits Login icon
3. **New user** to Rewards and Benefits click on "New Members: Click here to Register"

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We hope you enjoy finding all of the savings/coupons. If you have any questions, please contact Morgan at morgan@qualitybsolutions.net



NOTES FROM DAVID

On Saturday, August 19th, 2010, Kyle Busch dominated the Irwin Tools Night Race and became the first driver to sweep the Sprint Cup, Nationwide and Camping World Truck Series in the same weekend. I was there.

Anyone who knows me knows of my love for NASCAR. Even though this sport continues to grow, many people fail to see the attraction of NASCAR racing.

Isn't having your own car—preferably one that goes fast—part of the American dream? Who can't feel the energy or enjoy the eclectic group of fans? Who can fail to see the character of the drivers and the wisdom they have to impart? I've collected some of the wit and wisdom from a few of NASCAR greats. I bet these quotations will convert you to NASCAR racing... FAST!

Self-esteem

"I didn't believe you when you said I sucked, and I'm not going to believe you when you say I'm great. I'm

going to keep on being me." Michael Waltrip

Geography

"Lowe's Motor Speedway is one of those tracks where the sun usually sets in the west." Barney Hall

Bravery

"Maybe if Jeff Gordon had been a little braver, he might've won." Kevin Harvick

Self-restraint

"I've got some really good words for him. Unfortunately, I can't say them on TV. I wish I had something I could've shot at him." Ward Burton

Determination

"The winner ain't the one with the fastest car. It's the one who refuses to lose." Dale Earnhardt

Acceptance

"You win some, lose some, and wreck some." Dale Earnhardt

Pacing yourself

"If everything seems under control, you're just not going fast enough." Mario Andretti

Success

"To finish first, you must first finish." Rick Mears

"Nobody remembers who finished second but the guy who finished second." Bobby Unser

Constructive Criticism

"They name streets after guys like that -- One Way and Dead End ... He's just an idiot."-- Tony Stewart

Enunciation

"I couldn't tell what was coming out of that little 'yap-yap' mouth of his." Ricky Rudd

Respect

"There's a little lack of respect, but it's not just in this garage area or not just within auto racing. It's in our society, period." Dale Jarrett

Life advice

"If you play it too aggressive, it's going to get you in trouble. If you play it too conservative, it's going to get you in trouble." Jeff Gordon

Yep. NASCAR drivers say it the way it is, with humor and with twang!





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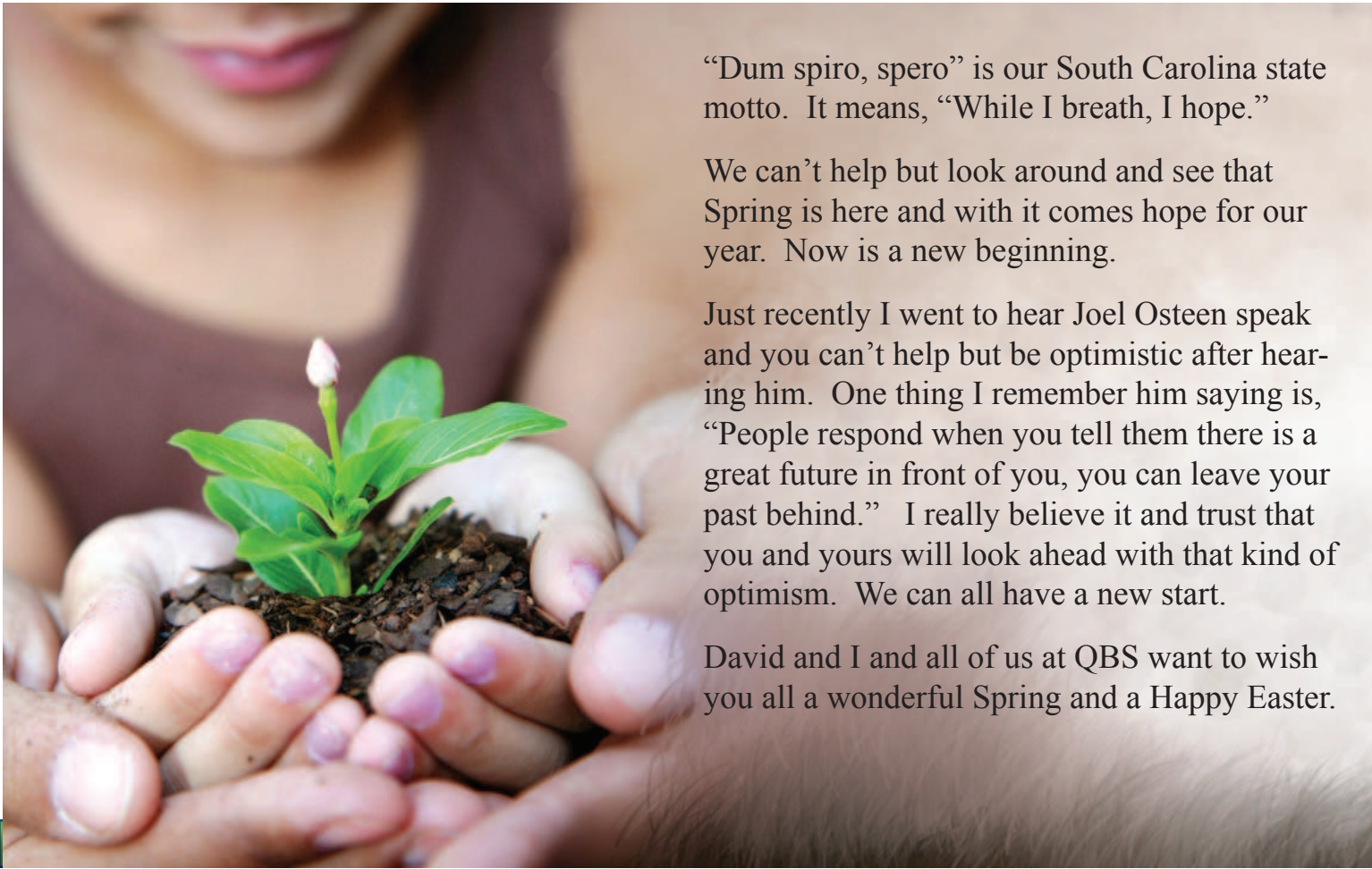
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Notes from Pam

A close-up photograph of a woman's hands holding a small green plant with a single white flower bud. The woman's face is partially visible in the background, smiling. The background is a soft, out-of-focus light brown color.

“Dum spiro, spero” is our South Carolina state motto. It means, “While I breath, I hope.”

We can’t help but look around and see that Spring is here and with it comes hope for our year. Now is a new beginning.

Just recently I went to hear Joel Osteen speak and you can’t help but be optimistic after hearing him. One thing I remember him saying is, “People respond when you tell them there is a great future in front of you, you can leave your past behind.” I really believe it and trust that you and yours will look ahead with that kind of optimism. We can all have a new start.

David and I and all of us at QBS want to wish you all a wonderful Spring and a Happy Easter.