

# In sale, they say no?

You have to ask at least 5 times for a "yes", knowing the crucial stages of purchase decisions, here's why:

## **The first "no" for the form!**

Everyone knows you should not say yes too quickly, especially to you abominable sellers that you are! He told you he would definitely not buy right away!

**Smile!**

## **The second "no" is all about fear!**

Afraid to buy, afraid of making mistakes, afraid to take the decision, afraid to say yes and fear of regret.

**So, reassure!**

## **The third "no" is for the principle!**

Review with him if it meets all its values after answering all its objections. Restate the benefits with his convictions and finish with a small pat on the back to end it in a good note of empathies!

## **The fourth "no" is for their pride!**

Just to get a little more convincing from you ... but above all, to save face for saying "yes" too quickly!

**Confirm all its privileges by encouraging good decision!**

## **The fifth "no"? This is to only tease you!**

And to finally say yes! He is happy to have resisted a little bit!

**Sign it!**

So are you **giving up** too quickly after hearing a "no"?

You would be better to continue to ask more questions by knowing these unavoidable stopovers decision making!

Wish you Great sale!

Sylvia Perreault,  
Sold on Success and Sharing success!