

# DAVID JACKSON

*The Sales Doctor*



## LEARNING TO LOVE “NO”

**Customer:** No, I think I'll leave it for now.

**Salesperson:** That's OK. (Customer's name). May I ask you a question?

**Customer:** Sure.

**Salesperson:** Would you reserve the right to change your mind on that if I was able to tailor our proposal better to your specific needs?

**Customer:** Yes, of course I would.

**Salesperson:** What area would you like me to focus on?

**Customer:** The price. It's a little too high.

**Salesperson:** Thank you. So, **other than** the price, are we ok to move forward?

**Customer:** Yes.

**Practice - Practice - Practice**