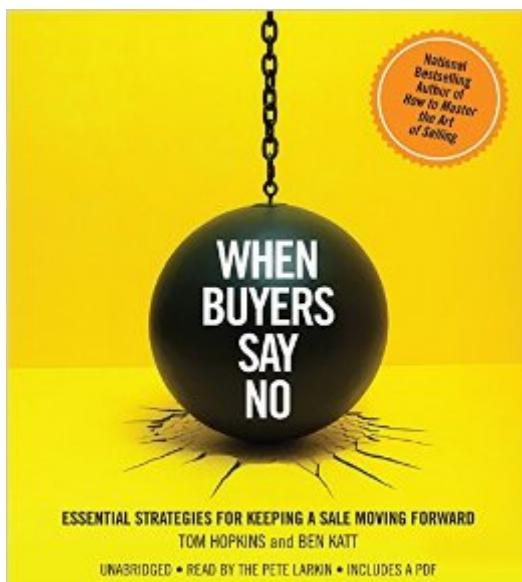


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# When Buyers Say No: Essential Strategies For Keeping A Sale Moving Forward



## **Synopsis**

This is a complete and practical guide which highlights the authors' new strategic approaches to selling when the buyer initially declines or is resistant on a sales opportunity. Hopkins and Katt explain that most sales reps take a traditional linear approach to selling, but that the trick in closing is in taking a more creative and circular approach. That's the key. It all starts with how the buyer initially says, "No." Too many sales reps don't pay close attention as to how that's presented. Hopkins and Katt point out that "no" may suggest all sorts of other options -- avenues that can eventually lead to the buyer actually saying yes. The authors introduce a novel concept called the Circle of Persuasion which offers sales reps a new approach in this potentially tricky process. Along the way, **WHEN BUYERS SAY NO** details prescriptive steps and even sample dialogues that will instruct and guide sales professionals on how to best cultivate buyer-seller relationships. There's particular emphasis on how to establish the kind of rapport that ultimately leads to a successful close.

## **Book Information**

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## **Customer Reviews**

I was recently at a farmers market and spoke with a nice man at a booth selling olive oil. I needed olive oil, asked him some questions about it, tasted it (which was great) but didn't buy it that day. Why? I was concerned about the freshness of the oil and how long it took to get from Europe to the states. I was concerned about the way it was collected and pressed and the man at the booth didn't give me enough information about these concerns. This gentleman could have really used this book as well as anyone who sells anything in any way. When he asked me if I wanted to buy, I said no

because I was uncomfortable and had unaddressed concerns about the freshness of the oil. Addressing people's unsaid concerns is exactly what this book is about. People say "no" in various forms more often than not because they have a concern they may not even be able to articulate. How can you address a concern you don't know? This book does an amazing job showing examples how a salesman can build rapport and trust to address those concerns AND how to continue the sales conversation after the potential client said no. This book helps anyone in sales dive deeper into the actual issues of why someone is saying no and address those issues to show the potential client why the product or service may actually be the right fit. Sounds obvious right? This book gives great examples of actual dialogue and how simple conversation can change the entire sales pitch around where you really connect with your potential client. This book rocks. The author, Tom Hopkins, doesn't advocate a pushy, annoying sales strategy. He advocates exploring with your potential client if what you are selling can really help. You are the person to present the solution and address fears and concerns.

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