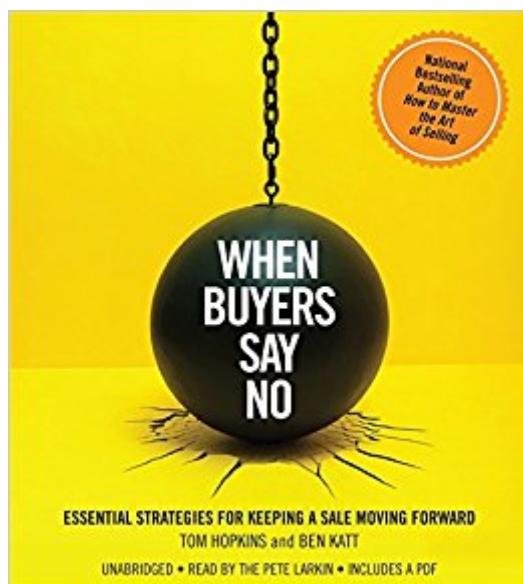


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# When Buyers Say No: Essential Strategies For Keeping A Sale Moving Forward



## **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**

Every no means something different in sales. And rather than relying on a rote way of teaching how to break through these obstacles, experts Hopkins (author of How to Master the Art of Selling, 1980) and Katt show readers through examples. Their process is named the "circle of persuasion," which starts and ends with traditional steps, from establishing rapport to closing the sale. What makes the program work is the authors' intense attention to detail as well as two conversation-filled case histories that mirror the content in each chapter. Here, salesperson

â œKateâ • focuses on business sales; â œBob,â • on residential. Emphasizing that a no doesnâ ™t signify a personal rejection, Hopkins and Katt pound away on the fundamental skills every good salesperson should acquire, such as listening, going beyond surface rapport, relaxing (a key attribute when the close is near), and negotiating. Selling well is not an easy subject to teach on the printed page; both authors will earn readersâ ™ respect for doing just that. --Barbara Jacobs --This text refers to the Paperback edition.

"Saying no to a pro gets them on the go, because most great and well-trained salespeople think dyslexically that "no" means "on." Tom and Ben's book will effectively train you to get to "ON" WHEN THE CUSTOMER SAYS NO. Enjoy reading my friends' book that will leverage you to vast profitability, service with a smile, and sales greatness. By reading this inspired book you will thank them in your prayers." - MARK VICTOR HANSEN, CO-CREATOR OF THE WORLD'S BEST-SELLING SERIES CHICKEN SOUP FOR THE SOUL"There are a lot of books on selling, but none of them provide the kind of ground-breaking insights that Hopkins and Katt provide in WHEN BUYERS SAY NO. This will become mandatory reading for all sales professionals in the years to come." - JOHN O'DONNELL, CKO, ONLINE TRADING ACADEMY"A crystal clear, concise How-To book that uncovers the hiddden 'yes' behind every 'no'." - ANTHONY PARINELLO, BESTSELLING AUTHOR OF SELLING TO VITO, THE VERY IMPORTANT TOP OFFICER"Hopkins and Katt prove Henry Ford's theory of 'Whether you think you can or you can't, you're right' by starting with the salesperson's mindset to determine sales success. The tactics that follow help overcome potential rejection for when buyers say no." - SUZANNE GARBER, RISK MITIGATION CEO"Wow! What a great book! Sales masters and experts Tom Hopkins and Ben Katt have taken the single most important obstacle to sales success and shown sales professionals how to overcome it once and for all." - BRIAN TRACY, BESTSELLING AUTHOR OF THE PSYCHOLOGY OF SELLING"I just got an advance copy of WHEN BUYERS SAY NO. I got more out of reading the first chapter than I've gotten out of 99.99% of all the sales books I've read. I predict it will be a classic." - GEOFFREY JAMES, AUTHOR OF BUSINESS WITHOUT THE BULLSH\*T AND THE AWARD-WINNING COLUMNIST ON INC.COM"When you understand what the no's in sales really mean, you'll understand how to get more yeses. Read When Buyers Say No by Tom Hopkins and Ben Katt. You won't regret it!"â •BILL BARTMANN, BESTSELLING AUTHOR OF BOUNCING BACK"Business students and practitioners will find this material very useful."â •Library Journal

As advertised. Happy with purchase.

This book provides insightful and useful information for sales professionals. The audible companion is very helpful, and makes it easy to listen to on the go.

This is great book of strategy if you are in sales on how to handle NOs and turn them to YESes!-Carl Chu, CPA/PFS

Good info

Good...

Good book for starters

Just what I was looking for and shipped very fast, excellent resource.

perfect insite

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