

Over the last few days you've discovered how changing your mindset from selling to getting to know someone without expectations can make it easier to have conversations.

### Now, let's look at how you can change your mindset even more...

With sales, part of the deal is that some people will say no. One of the reasons people hate selling so much is the sting of rejection. But turn this mindset around to see "no" as a positive, and then there's nothing to fear.

### Here is some good news: Rejection doesn't really exist.

It's just your story about what happened. What actually took place is that the prospect told you that they're not interested in your offer right now, and there could be a million different reasons why.

- **Not the right match.** It could be that the offer isn't the right match for them. Maybe they like the offer, but they're not in the market to buy now.
- Maybe they just need some more time to think and mull it over.
- It could be the perfect offer, but they're getting their needs met somewhere else and they're satisfied.

These are all legitimate reasons and none of them are a reflection on you. When a prospect turns down your offer, it's a reflection on their current situation and the offer itself.

**Improve communication.** However, it is possible that your skills as a communicator are a factor. You may not have explained clearly how the product can help them solve their problems. You can improve in this area.

- **Turn "Rejection" into a positive.** You can also turn "rejection" into a net positive by realizing that it's a great opportunity for you to gather feedback. If a person tells you they're not interested in your product, there's some reason why. Grasp that reason and you can use it to improve your offer and communication next time.

For example, a prospect might tell you they're not interested because they're using Company A's product and they're happy with it. Ask them why they're happy with it and this can give you a valuable insight into your target market's tastes. Maybe you can improve your product to help meet their needs better.

- **Ask "Why"?** If a person says they're not in a position to buy now, you could ask why. If the trouble is pricing, maybe you can offer a better deal or a limited version of the offer. If many of your prospects mention price, this could be an indicator that they feel you're charging too much. This will change when you communicate your value better.

Once you see that rejection is nothing to fear, you can take a "no" much more easily. Use it as an opportunity to gather information to make improvements and push right ahead to the next encounter with a customer.

### Today's Actions:

Use the provided worksheet or your own notebook to complete today's action step:

How did you feel when you were last rejected?

Visualise a rejection from someone that you wanted to help.

- Why did they say no?
- Did you remember it's not about you?
- visualise asking why they're happy with their current company
- If they mention price, visualise the opportunity to explain your value once more.

Write out your visualisations as vividly as possible.

