

Sample:

“How to Say No” Course



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Selected Slides

Course Objective

Deliver a **positive no** through the use of
influence and alternate solutions

Benefits of No

Benefits of No

- Protects your time
- Respects yourself and the requestor
- Shows you know what you want
- Preserves the future relationship

Parts of a Positive No

- Affirm the person's choice
- State the limitation(s)
- Present your suggestion / alternate solution
- State the benefits of your solution

Suggested Phrases for a Positive No

Affirm the person's choice

- I really like...
- You're very much in line with...
- I can see where you're heading...

Suggested Phrases for a Positive No

State the limitation(s)

- We do not have that in our program...
- Our vendors do not provide that option...
- That material is porous and you'd notice wear...

Suggested Phrases for a Positive No

Present your suggestion / alternate solution

- I recommend we try...
- Have you looked at...
- Something similar to your style is...

Suggested Phrases for a Positive No

State the benefits of your solution

- It provides a lasting impression...
- It completes your look...
- It's in line with your budget...

Parts of a Positive No

Mrs. Jones, I really like your idea of adding that tile to the backplash. While we don't have that tile in our program, may I suggest this one instead? It looks very similar and matches your color palette very well.

- Affirm luxury Buyer's design choice
- State the limitation(s)
- Present your suggestion / alternate solution
- State the benefits of your solution

Craft Your Positive No

With a partner:

Discuss a recent interaction with a Buyer. Using all four parts below, craft a positive no to that Buyer.

- Affirm the luxury Buyer's design choice
- State the limitation(s)
- Present your suggestion / alternate solution
- State the benefits of your solution

Be ready to share your answer!

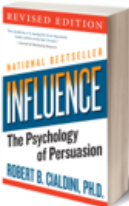
Quotable Moment

"The art of leadership is saying no, not saying yes. It is very easy to say yes."

Tony Blair
Former British Prime Minister

Principles of Influence

Principles of Influence



Authority



Authority

How I look
What I say
What I do

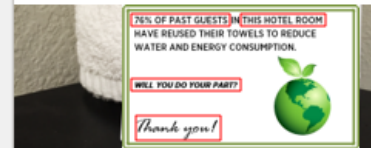
Consistency

- Messages
 - Check your facts
- Public commitments
 - Say it to make it real
- Weak links
 - Don't waver
- Next appointment
 - Limit your availability

Consistency

- Build rapport
 - 15-20 minutes - 90%
- Preferred contact
 - Stick with it!
- House sequence
 - Use a parking lot
- Detailed notes
 - Good for reminders
- Follow up
 - Always be early

Consensus



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Participant Workbook

Benefits of No:

- Protects your _____
- Respects _____ and the requestor
- Shows you _____ what you want
- Preserves the _____ relationship



☐ YES
☒ NO
☐ MAYBE

Parts of a Positive No:

- Affirm the _____ choice
- State the _____(s)
- Present your _____ / alternate solution
- State _____ of your solution

Suggested Phrases for a Positive No:

Affirm...
Limitations...
Solutions...
Benefits...

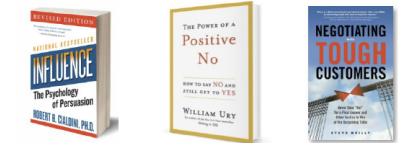
Principles of Influence: Definitions

Authority	Having the power to give orders or make decisions
Consistency	Following the same method each time
Consensus	Finding agreement with others

Principles of Influence: Notes

Authority
Consistency
Consensus

Resources:



Books:

- Influence: The Psychology of Persuasion. Robert Cialdini, Ph.D. Pub: 2007
- The Power of a Positive No. William Ury. Pub: 2007
- Negotiating with Tough Customers. Steve Reilly. Pub: 2016

Articles:

- 8 Remarkably Effective Ways to Cope With an Unreasonable Customer
<http://on.inc.com/1L4x8Pa>
- How to say no to customers without making them angry
<http://bit.ly/1W3Qly6>

Assignments:

Assignment 1:

What are your 3 **take-aways**?
(What will you **do** differently
as a result of this class?)

Email Assignment 1 to your
supervisor and copy your trainer

DUE: One week from today

Assignment 2:

Complete the
**Communicating Across
Cultures** course in LMS.

DUE: 30 days from today