



The Exact Expertise to  
Ignite and Sustain Performance™

## LSA Global | White Paper



The Exact Expertise to  
Ignite and Sustain Performance™

## No Does Not Get You Closer to Yes. Just Say No to No's

**T**here has been a longstanding mantra in sales: The more "No's" we get, the closer we are to a "Yes." Well, not in my book. It's old news, tired and worn out. It's time to retire and bury this mantra.

Think about it: Why would you spend your valuable time talking to people you know will say no? This mantra about getting no's emanates from prospecting techniques that no longer work. It's an old-school sales formula: make 100 cold calls, perhaps talk to 20 people, set 8 to 10 appointments, and get one deal—if you're lucky. Really, 100 cold calls? That's a lot of no's, and a lot of time. It's not a winning strategy.

There other prospecting activities that salespeople count on, such as advertising, trade shows, marketing leads, web inquiries, and mail campaigns. All have a dismal conversion rate, averaging anywhere between 3 to 10 percent. Let's be clear: these are visibility and credibility activities. They are important to build your brand, but they don't make the phone ring off the hook. I'm not against them. In fact, I believe in establishing, building, and maintaining brand. However, I am against salespeople expecting earthshaking results from these activities. Customers react to these activities; they don't engage.

Here's the irony in how many salespeople spend their time: When we're referred and introduced to a qualified prospect—someone we want to meet and who wants to meet us—we get a new client a minimum of 50 percent of the time, and more likely 70 to 90 percent. There is no other marketing strategy that comes close to these results. It's not about the number of no's. And it's not just about the number of yes's (although they are really important).

It's about connecting with people, learning about their businesses, and finding out how you can help them. So even if you do end up with the 30 percent who don't become clients, these people will still be glad to brainstorm opportunities to refer you. And you will have even more yes's. And you'll set yourself up to win—and win big.

Remember that it's not just about the number of leads, but the number of qualified leads. Activity is important, but only if it's quality activity. Mindless activity that focuses only on quantity is bad business. Referral selling is about using your past successes and your well-nurtured relationships to build your business. It's like having your own private sales force putting you in touch with people you want to meet and who want to meet with you. Referral selling leverages your successes instead of endlessly starting over by prospecting for cold leads. Your prospecting will never be the same again.

Don't be hoodwinked: stay away from the no's. When you go for the gold, you're not satisfied with silver and bronze—or worse yet—no medal at all. Go for the yes, get those referrals, and just say no to no's!

GET MORE  
SOLUTION  
DETAILS



HAVE AN  
LSA EXPERT  
CONTACT ME

GO TO  
LSA GLOBAL  
WEBSITE

Call Us Toll-Free 800.889.6452

Copyright ©2010 LSA Global. All Rights Reserved. All copyrights, trademarks, service marks and product names are copyrights, trademarks, service marks, or registered trademarks of LSA Global or its Partners.



The Exact Expertise to  
Ignite and Sustain Performance™

## About LSA Global

Since 1995, LSA has helped leading organizations create and maintain competitive advantages through people. We work with a select group of clients to help them “move the needle” - from simple awareness of best practices through actual adoption of new skills on-the-job to measurable performance that truly impacts the business.

Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts across many areas.

## How Far Do You Want



## To Move the Needle?

- Our **Sales** clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.
- Our **Customer Loyalty** clients confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.
- Our **Leadership and Management** clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.
- Our **Project Management** clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.

For more information, please visit us:

- [Assess Skills](#)
- [Grow Sales](#)
- [Satisfy Customers](#)
- [Build Leaders](#)
- [Manage People](#)
- [Manage Projects](#)
- [Implement Training](#)
- [Outsource Training](#)
- [Measure Results](#)

Request an LSA Expert  
**Contact Me** >

LSA Global Website  
**Go To** >

Leadership Award  
**Why We Won** >

Call Us Toll-Free 800.889.6452

Copyright ©2010 LSA Global. All Rights Reserved. All copyrights, trademarks, service marks and product names are copyrights, trademarks, service marks, or registered trademarks of LSA Global or its Partners.