

## The Science of Setting "NO" Goals

Here is the process for setting "NO" GOALS...

- ① First, use your current closing ratio to determine the number of sales opportunities you need to make to achieve the number of *yes*'s you want for the week\*. For example, if your standard closing ratio is 10%, and you want to make two sales, then you would need to sell to twenty people at your current rate of closing.

*\*Always set your "no" goals on a daily and/or weekly basis. Monthly goals provide us with too much 'imaginary' time to correct.*

- ② At this point you have three options:

### Option A...

If you subtract your anticipated number of *yes*'s from your total sales opportunities, you arrive at your minimum '*no*' goal for the week. In this case:  $20 - 2 = 18$ .

### Option B...

To play it safe, just make 20 your *no* goal to insure your chances for success.

### Option C...

Plan for a sales increase by increasing the number of *no*'s you're going to get. For example, if you'd like a 30% increase for the week, multiply 18 (your minimum *no* goal) by 1.30 (30% up).  $18 \times 1.30 = 23.4$ . And since you always round up, that would make 24 your *no* goal for the week.

Option "A" keeps you from having bad weeks that occur because you get off to a great start and then slack off. Option "B" builds in a 10% increase in the number of calls and will provide a safety net for hitting your goal and probably a small increase. And Option "C" will create a sales explosion to whatever level you desire!

**"Yes is the destination, NO is how you get there!"**

## Chapter Twenty...

# When You're Hot, You're Hot!

"That's another benefit to setting "*no*" goals; you get built-in protection from prematurely ending a hot streak," he continued. "When salespeople hit a streak of *yes*'s, the worst thing they can do is back off and slack off, but that's exactly what they usually do. But when you're going for *no* and you hit a hot streak of *yes*'s, you actually step up your sales attempts to hit your *no* goal. Would a manager of a baseball team keep his star player out of a game because he was on a hot streak?"

"No," I replied.

"So then why would a salesperson sit himself or herself down when they're hot? It doesn't make any sense! You never want to lose your success momentum! When you were three for three, Eric, what did you do?"

"I took myself out of the game."

"Precisely. However, if you were *going for no* you would have been behind your goal and would have kept yourself in the game. We'll never know what kind of week you might have had."

"Hey, don't rub it in!" I said in mock anger.

"I want to rub it in, rub it in till it hurts! If it stings badly enough maybe you'll change your behavior."

"Don't worry, it stings plenty," I assured my twin.