

# NO

*Close*

When the decision is 'NO'.

"Mr./Mr. \_\_\_\_\_ you have probably met a lot of salespeople representing a lot of products - some of which were pretty convincing to get you to buy. You could have said 'No' to any and all of them, couldn't you?"

(Wait for response.)

"My position is really quite different. Representing XYZ Security over the years has taught me an overwhelming truth. Nobody can say 'No' to me. They can only say 'No' to themselves."

"A 'No' means an unprotected family and unprotected possessions. Now, Mr. \_\_\_\_\_ if you were me, would you let Mr. \_\_\_\_\_ say 'No' to all the things that are important to him?"

(Wait for response.)

"Then, do not say 'No' now." (Do not wait. go for phone.)