



ASSESSMENT SYSTEMS
— FOR GOOD MEASURE™ —

TEAM SUMMIT

September 9, 2016



LEARN TO LOVE THE SOUND OF THE WORD... NO?

- It means action, something is happening
- **“No’s”** have a way of eventually leading to the word **“Yes”**
- Almost everyone hates to hear the word **“No”** - Salespeople, entrepreneurs, children, inventors, etc..
- Yet it is an indisputable fact of business,
- if you are not hearing the word **“No”**
- You probably not hearing **“Yes”** either



BUSINESS INVOLVES...

- Hearing a whole lot more of “no’s” than “yes’s”
- There are very few organizations that don’t operate on this principle
- The more “no’s you hear, the more “yes’s” are bound to happen.



IN SALES

IF YOU HEAR 1,000 “NO’S”

**YOU WILL PROBABLY
HEAR A 100
“YES’S”**

Maybe even 200 to 300

**HOWEVER, IF YOU ARE
NOT HEARING ANY
“NO’S”**

Then you are not about to
hear even a few “yes’s”

PEOPLE AVOID....



**MAKING
SALES
CALLS**



**OR
CONTACTS**



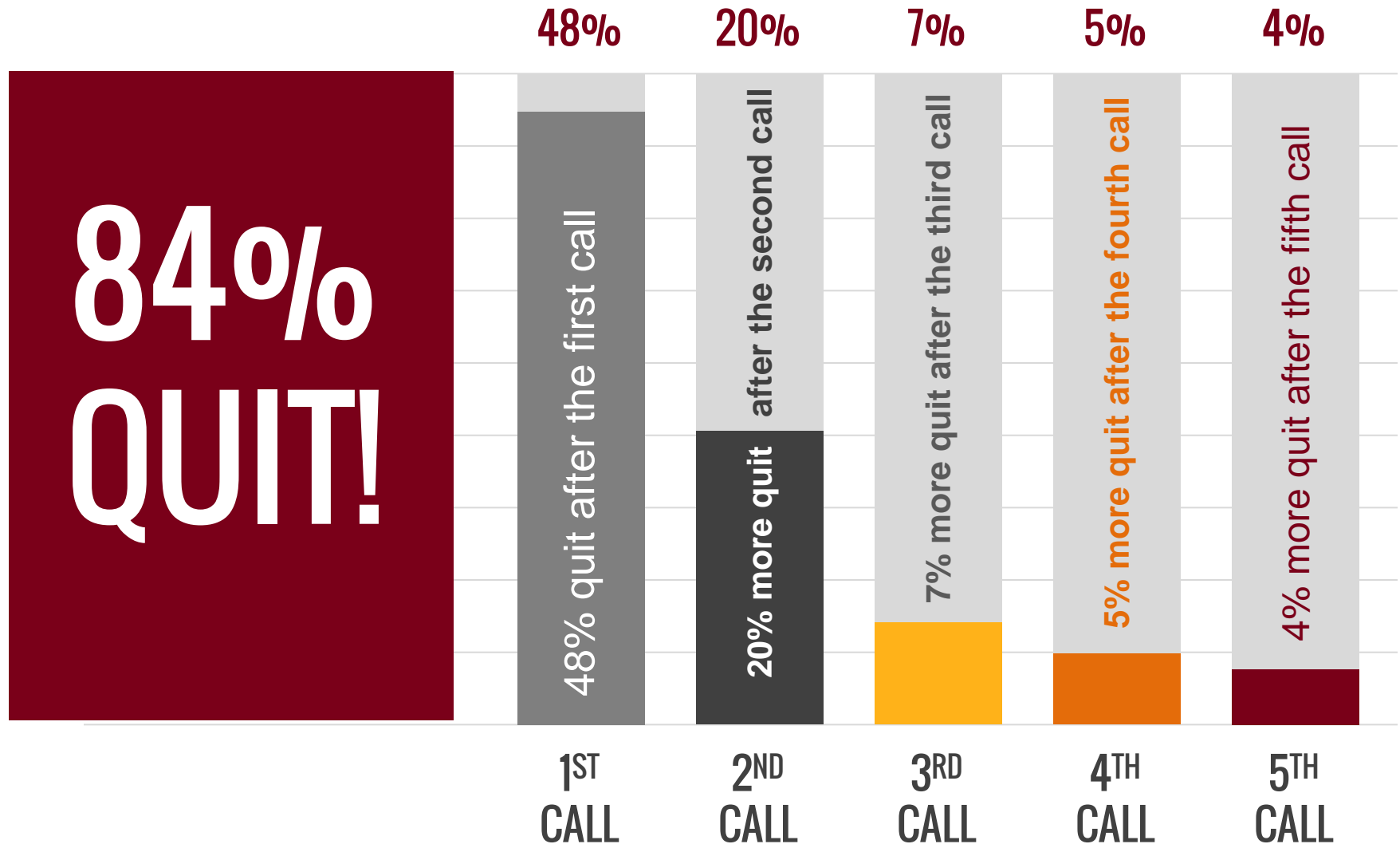
**OR
PHONE
CALLS**

- The word “No”
- What if a person says “no”?
- Remember, there is a “yes” around the corner.

**BECAUSE
THEY ARE
AFRAID OF...**



QUITTERS



WHEN YOU HEAR..



Your 2nd “no”, the “yes” is getting closer.



After the 3rd,, 4th...your getting closer



80% OF SALES ARE MADE AFTER THE 6TH CONTACT!

LOVE THE WORD “NO”

- It's the sound of success in motion
- When you are not hearing it
 - Its cause for concern
- Take action

EXTRAORDINARY EXAMPLES

- **Cy Young**
 - More victories than anyone else..
 - More losses
- **Babe Ruth**
 - More home runs
 - More strikeouts

TOP LIFE INSURANCE SALESMAN

“I probably hear the word “no” 2-3 times more than my co-workers”

CONSISTENTLY A TOP PERFORMER

NOBODY COUNTS THE “NO’S”

WE MEASURE “YES”
SO DON’T BE AFRAID TO
PILE UP THE “NOS”.

THE ONLY THING THAT
COUNTS ARE THE
VICTORIES, THE
SUCCESSES.

THAT’S WHAT MATTERS

THE NEXT TIME YOU FEEL DEJECTED..

- Because someone says “no”
- REMEMBER!!!
 - “no’s” are just the path
 - the stepping stones
 - leading you to the...
- “YES’s”

SUCCESS

EDUCATION

- + Skills
- + Experience
- + Training
- + Knowledge
- X Desire

Thank
you