

# Going for the “No!” In Action

*Below you'll find a few sample scripts and example instances of using the “Going for the No” strategy to your advantage...*

## Example 1: (After someone falls off the face of the earth)

**Hi, Mike! I was just calling to let you know that I'm going to go ahead and close out our file with you. You said you would get back to me, but I haven't heard from you. I'm assuming then, that we weren't a good fit?**

(Leave a pregnant pause here...)

[You could also use this in a text or email. It's an example of shifting the ball to someone else's court. Give it about 24 hours and then mark this list member with the lowest priority and motivation level and move on to someone warmer!]

## Example 2: (When you need to temper their offer expectations)

**Wow, it does sound like an excellent property. From what you've explained, you could have just listed it with a real estate agent. So, why are you calling me?**

[This doesn't really lead to a “no”, but it does turn the tables on them and remind them of whatever the hidden Big Why is that leads them to call you versus doing exactly that - listing their home with a brokerage...]

## Example 3: (When faced with a non-committal seller)

**Gee, it just doesn't seem like you're ready to commit to selling right now. I feel we might be wasting each other's time here. Would you say that's fair to say?**

[See how this is really just a different side of the “get 'em to say yes” coin? It's like asking someone if they've stopped beating their wife. If they say yes, they are admitting to wasting your time, but at least at that point - it stops. If they say no, they are committing to make a commitment and stop wasting your time. It's a win/win situation.]

## Example 4: (Instead of, “In your dreams!” and hanging up)

**I’m just going to put it out there. I’m not going to be able to offer anywhere near what you’re asking for your house. It doesn’t seem like we should do business together, does it?”**

[Here’s another time you think it’s a deal killer when it’s the exact opposite. In most cases, at those numbers, it wasn’t a “deal” anyway. But here’s a cool little secret: people are curious by nature. See how you didn’t give your number? Just that it’s way off? If they are in any way serious about selling, they’re going to want to know that number. No matter what. And it’ll make them second guess the logic and reasoning behind their own number. It’s powerful stuff!]

## Example 5: (When they really are now wasting your time...)

**Why don’t you just list your property with an agent?**

**I work with a number of them, and would be happy to give you a recommendation...**

[When you know that what you have in front of you is not a deal, that doesn’t mean they won’t still press the issue or waste your time by trying to convince you otherwise. Whenever that happens, pull this one out of your sleeve. Not only will it express that you’re going to head off to solve someone else’s problems, but it’s a great way to trade referrals with agents in your area. Maybe, just maybe they’ll return the favor and a deal will result after all!]