

Ask Two People



Get the No Out

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Young Westerners Annual Conference

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The Things That Mean NO

- Verbal cues
 - “No”
 - “Can’t get it/can’t do it”
 - “Won’t”
 - “Not likely”
 - “Doubt it”
 - “Good luck”
- Non-verbal cues
 - Shaking head
 - Body language
 - Tone of voice
 - Past performance

The Things That Lead to NO

- Inadequate knowledge of your own inventory
 - Have it, don't know it
 - Don't have it, don't know it
 - Other branches?

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The Things That Lead to NO

- Inadequate knowledge of your own inventory
- Inadequate knowledge of non-stock purchasing options
 - Can get it, but don't know how
 - Where to call? (Vendor shop)
 - Who to call? (Vendor rep)
 - When to call?

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The Things That Lead to NO

- Inadequate knowledge of your own inventory
- Inadequate knowledge of non-stock purchasing options
- Inadequate knowledge of coworkers' abilities & know-how
- Poor inventory management
 - Stockouts
 - Not enough on hand
 - Wrong stuff on hand
 - Non-stock “stock” items

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The Things That Lead to NO

- Inadequate knowledge of your own inventory
- Inadequate knowledge of non-stock purchasing options
- Inadequate knowledge of coworkers' abilities & know-how
- Poor inventory management
- Poor skill set
- Laziness & lack of motivation
 - Unwilling to “go the distance”

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The Effects of NO

- Lost sale, including any add-on items
- Sales going to competitors
- Lost margin on special orders
 - Increased margins
- Loss of personal pay
- Ripple effect on others' pay

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Acceptable Alternatives

- YES
- I can get it by _____
- I know where you can find some
- Purchase from a competitor?
- Upsell
- Convert
- Brand switch

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Strategies to Avoid NO

- Vendor training
- Educate yourself
 - Product literature
 - Walk the store & yard
 - Internet resources
- Scout competitors
- Call the branch
- Call another office
 - *Know your transfer schedule*
- Check with others, especially corporate buyers

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