



## IS "THINK IT OVER" REALLY A "NO?"

*"A 'think it over' is nine out of ten times just a polite way of saying no."*



**By John Whitehall, President Strategic Sales Training Solutions  
Member, Small Business Resource Association**

Even though salespeople often believe that prospects will need time to think a decision over, the reality is that they don't.

A "think it over" is nine out of ten times just a polite way of saying no. Unfortunately, the salesperson believes that the prospect needs time to decide, accepts the "think it over," and leaves thinking "I got one!"

If we think people just need some time to decide, then we don't have to force ourselves to ask the tough questions to get them to decide. We fool ourselves into believing that the deal is right around the corner. Prospects rarely need time to make a decision after we have made our presentations. They usually know what their answer is. It's our job to persuade them to tell us the decision and their reason for it — even if the answer is no.

### **There are instances where prospects need some time to make a decision.**

If you feel you've run into one of those instances, be sure that you know all the reasons they have for needing more time. They may have other quotes coming in, they must speak with another decision maker, or they have to finalize the budget, etc. Almost every reason for a "think it over" can be negated if a you deal with these reasons **before** attempting to get a final decision from the prospect.

If someone needs more time, you need to know specifically why they do, and when you can expect a final decision. A belief that a prospect needs time to decide

often evolves from when a prospect says, "This looks good. I need a few days to review this information and then get back to you. I think it might be a good fit." The salesperson then leaves, feeling comfortable in the knowledge that the deal is a few days away. But what the prospect is more likely saying is: "The answer is no, but if I tell you no, you will continue to badger me with questions and presentations. If I tell you I need some time, you will leave, and I can hide from you."

### **Don't allow yourself (or your prospect) to believe in the "think it over."**

The only one of the two who will usually think it over is you, the salesperson! Ask some follow-up questions to the "think it over." If you handle the situation correctly, both you and your prospect can get to the heart of the matter and come to some concrete decisions. Even if the answer is a "no" for good reasons, at least you know that and don't have to waste your time following up. Don't believe that prospects always need time to decide — usually they just need a little help from you to tell the complete truth.

## NEW ASSOCIATION PROVIDES BIG BENEFITS TO SMALL BUSINESS

Small business owners in Berks and beyond have a new organization dedicated to helping their businesses grow with the launch of the Small Business Resource Association (SBRA). The SBRA was created to support small business through a variety of hands-on services, benefits and cost-effective resources that deliver "connections for success".

Gary Seibert, business consultant and president of the SBR Association, realized a common need among many of his clients owning small businesses — a lack of time and resources to help them navigate through day-to-day challenges that are threatening their business success. "So many small businesses struggle because of fundamental mistakes made early on in their business plan," says Seibert. "They are usually very skilled in the type of work they do but lack the background and experience in running a business. The SBRA takes a balanced three-layered approach to strengthening the foundation of a business by focusing on Business Improvement, Employee Development and Family Enrichment," he adds.

SBRA's mission is "Empowering businesses with the resources necessary to be successful and profitable through loyal, engaged employees with happy, united families." This starts by providing a variety of business resources such as technology resource help, HR and staffing solutions, business expansion strategies, legal and accounting support and strategic marketing planning. Then, by offering additional services and benefits to business owner's employees and their families, a balanced foundation is achieved for long term growth.

Unique to the Association's structure is the "Pitch" and the "Huddle," two services that help entrepreneurs launch and expand their businesses. Rounding out the benefits of the SBRA is the ability to provide its members with savings on all types of insurances, including what every business needs — affordable health insurance.

The Small Business Resource Association is accepting members at its offices at 2395 Lancaster Ave. in Shillington. More information is available at [sbrassociation.org](http://sbrassociation.org).

## Raising the Ceiling for Small Business



**BY EMPOWERING SMALL BUSINESSES FOR SUCCESS**

THROUGH GUIDANCE BY EXPERIENCED, SUCCESSFUL ENTREPRENEURS



**Support · Resources  
Membership Benefits · Insurance Benefits**

2395 Lancaster Pike Shillington, PA 19607  
Gary Seibert, President 484-333-3270  
[gseibert@sbrassociation.org](mailto:gseibert@sbrassociation.org)