THE USE OF THE WORD "NOT"

While the word "not" tends to develop a negative response, the contraction "not" used in a question aids in forcefully obtaining an affirmative response. Example:

USA REP	"Is it not true?"
PROSPECT	"Well, no, I don't think so."
USA REP	"Isn't it true?"
PROSPECT	"Yes."

By using this principle it will be psychologically difficult for the prospect to disagree.

AVOID NEGATIVE QUESTIONS TO GET AN AFFIRMATIVE RESPONSE

Example: If your prospect does not take your program, never ask: "Not even for $_____ a month?" As the response would be "No."

"Nudges"

- Not to be confused with rebuttals or used in place of rebuttals
- Extremely effective when a prospect is on the fence deciding which way to go

EXAMPLES

USA REP:	It's a fine program, don't you agree?
PROSPECT:	Yes.
USA REP:	Fine I'll include you and your family in our enrollment along with the others. OKAY?
USA REP:	Mr. /Mrs. _____, I'd certainly take it if I were you! OKAY?
USA REP:	Why don't you try it this school year? It may be the only time in your life you will ever really need it. ..Isn't that true?
USA REP:	Why don't you take it? You might be glad you did. OKAY?
USA REP:	Why don't you give it a try? Just a thought, you might be glad you did. OKAY?
USA REP:	***If you happen to need this tomorrow, you would enroll today? ... Isn't that true? Would you say it is better to have a need and not have the program?***

IF YOU EXPECT PEOPLE TO BUY…THEY WILL BUY, ESPECIALLY IF YOUR MANNER INDICATES THAT OF CONFIDENCE. RECOGNIZE THE FACT THAT PEOPLE BUY FROM THOSE THEY LIKE. YOUR MANNER SHOULD BE POLITE, COURTEOUS, AND BUSINESSLIKE.