

Saying No

For many people, saying *no* is difficult. It is especially difficult with hard-sell techniques. Strategies for resisting hard selling include avoiding an answer, refusing without saying *no*, simply saying *no*, and making concessions. Here are some tips you could use when saying *no*:

- Be polite but firm in your response. *No, thank you. I don't want ...*
- When saying *no*, make sure the tone of your voice is firm, and use body language such as shaking your head or turning away to indicate a negative response.
- Say you want time to think it over. Ask the seller for written information about the product or service that you could read at home.
- Acknowledge the value of the product or service being offered and then refuse, e.g. *It's a great product but I'm not interested.*
- Begin your sentence with the word *No*, so that you send a clear message as in *No, I'm not interested.*
- Repeat your message calmly but firmly.

1

Match the sentences below with the strategies in the chart. Then, write your expressions for each of the strategies.

1. *If you don't mind, I'd rather not.*
2. *I have to ask my wife/doctor/accountant/lawyer.*
3. *No, thank you.*
4. *I'm in a hurry. I don't have time to think about it right now.*

Acknowledge the value of the product, but refuse:
Say <i>no</i> , and give a reason or excuse:
Say <i>no</i> firmly and politely:
Make a concession (state a condition or agree partially):

2

Listen to your partner try to sell you a product/service (see Activity 5 on the previous page). Respond negatively to the sales pitch. Use one or more of the above strategies.

3

Read the following situations. With a partner, discuss how you would respond in each situation.



Situation 1

A promotion at a gym allows you five free visits to check it out. After the third visit, the salesperson is pressuring you to purchase a one-year membership. You don't really want a membership. What do you say to the salesperson?

Situation 2

You ask a mechanic to look at your car because it's making a funny noise on the front driver's side. The mechanic tells you the front wheel bearing and hub on the driver's side are shot and need to be replaced. Upon inspecting the car, he also notices that the front engine pulley is worn and in need of replacement. The total cost of all this work is \$520. You believe the car may not need so many repairs and want a second opinion. You also suspect the estimate may be exaggerated because the mechanic assumes you don't know much about cars. What do you say to the mechanic?

Situation 3

An insurance sales agent comes to your home and wants to sell you different insurance policies. She plays on your fears and emotions by telling you how important it is to have a variety of insurance policies to protect you and your family from all the bad things that could happen. How do you say *no*?

Situation 4

An acquaintance at work invited you to a get-together at her place. When you arrive, you realize that the reason she is having the party is to sell household cleaning products to her friends (a job she does in the evenings). At the beginning of the evening, the host gives a 20-minute presentation to convince everyone about the exceptional qualities of the products. You are not interested in buying anything. How do you convey this message to her?

Situation 5

You receive a call from a charity asking you to sign up for a monthly donation plan. You think the charity does good work, but you are not interested in committing to a monthly plan. Also, you donate to other charities and are not in the financial position to make a donation to this charity as well. How do you say *No*?

Situation 6

Think of a situation from your own personal experience where you wanted to refuse a product or service. How did you say *no*? How could you have said it?