



ARIA INC.
870 MARKET STREET #776
SAN FRANCISCO, CA 94102

PHONE
1-800-526-0538

FAX
415-956-8511

EMAIL
INFO@ARIA-RADIO.COM

WEB
WWW.ARIA-RADIO.COM

TEN REPLIES WHEN A POTENTIAL CLIENT SAYS “NO”

SHED LIGHT ON THE REFUSAL “Is that ‘No’ today; ‘No’ for evermore; or ‘No’ you dislike me?”

DISTINGUISH THE NO

“Some business people say ‘No’ to radio advertising at first. Will you tell me which element you are saying ‘No’ to?”

RECOGNIZE THE NO

“I appreciate your thoughts entirely, any significant commitment is worth thinking about isn’t it?”

PERSIST IN TALKING AND LISTENING

“I acknowledge your ‘No’ Chuck, however can we talk about it?” (In other words, “can we continue talking about you”)

ASK A SELF-ASSESSMENT QUESTION

“Will you put me in the picture as to where you want your business to be in ten years Chuck?”

ASK AN EMPATHETIC QUESTION

“Is it the cost Chuck?”

ASK A HYPOTHETICAL QUESTION

“If I can utterly answer your apprehensions about this advertising campaign will you be more inclined to go ahead?”

ASK FOR APPROVAL TO ASK ANOTHER DAY

“Okay Chuck I read you. Will you give me the opportunity of letting you know about any new information concerning our radio station over the next year?”

ASK ABOUT A THIRD PARTY ENDORSEMENT

“Chuck will you find it beneficial if I got another client of mine to telephone you this week to communicate their experience of radio advertising and our station with you?”

GET PERMISSION TO STAY IN TOUCH

“Chuck my radio station produces a monthly newsletter for our clients that talks about best effect advertising, and tells of client advertising success stories. May I include you in our mailing list?”