

TURN A NO INTO A YES



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GTE TRAINING AND DEVELOPMENT

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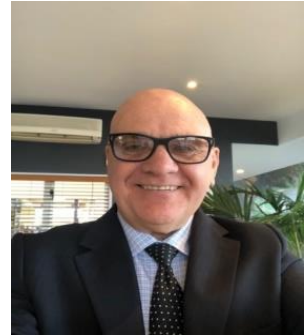
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## GRAHAM TAYLOR-EDWARDS

GRAHAM (GT) is a successful leadership, sales, service and customer experience coach, mentor and workshop facilitator.

### GRAHAM HOLDS:

- *ADVANCED DIPLOMA OF LEADERSHIP AND MANAGEMENT*
- *DIPLOMA IN AUTOMOTIVE MANAGEMENT*
- *DIPLOMA OF TRAINING AND EDUCATION AND DESIGN*
- *CERTIFICATE IV IN FINANCE AND MORTGAGE BROKING*
- *CERTIFICATE IV IN BUSINESS SALES*
- *NZ CERTIFICATE IN MARKETING*
- *NLP MASTER PRACTITIONER.*



Graham completes over one hundred leadership, sales, fixed operations, and customer experience workshops each year and is the founder of Success Resources International a Registered Training Organisation (RTO) in Brisbane and Managing Director of GTE Training and Development Ltd in NZ

Born in North Wales Graham has lived in Australia for sixteen years after working in New Zealand for over 24 years.

He has served in the Royal Navy and Royal NZ Navy and is married to a kiwi girl Shelley from the Bay of Islands.

They have two children Mackenzie and Gareth and grandsons Hudson, Reo and granddaughters Avyana and Vivienne.

### WORKSOP OBJECTIVES

1. LEARN THE TURNING NO INTO A YES STRATEGY
2. PUT THE STRATEGY INTO ACTION
3. PRACTISE

## TURNING A NO INTO A YES STRATEGY



3 STEPS	YOUR TAKE
1. Recognise the customers perspective without judgment to open the customer to consider their options (Pace)	
2. Reframe the situation from a concern into an opportunity to achieve their goal (Lead)	
3. Turn a roadblock into a roadway to go ahead (Close)	

## TURNING A NO INTO A YES IN ACTION



3 STEPS	PRACTICE
1. STEP 1: PACE : "John if I was in your shoes I would want to feel good about my decision"	
2. STEP 2: LEAD : "Is it fair to say the most important thing right now is you get..."	
3. STEP 3: CLOSE: "Is it okay if we reflect on where we are at and make sure we have not overlooked anything because if it is the right thing for you, it makes sense to go ahead wouldn't it?"	

PRESSURE CREATES RESISTANCE

ACCEPTANCE CREATES FLEXIBILITY

TAKE AWAY

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to write down key takeaways from the content.