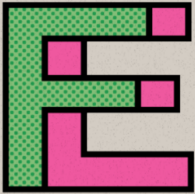




Buy time to think

- Need to check your calendar
- Have to make a call to check
- Need to discuss with the team
- Just heading into a meeting



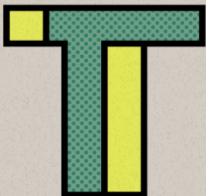
Evaluate why it's a no / yes

- Can I do it?
- Should I do it?
- Do I want to do it?
- Is it the best use of my time / energy?
- What gets a 'yes' as a result?



Select the type of no

- Hard no – complete decline
- No for now – yes to another time
- No, however – yes but like this
- No, but – this alternative might work



Tell them your answer

- Giving a reason gives your no added weight
- Keep your no short and closed
- Bend the truth if you need to (don't break it!)
- If you're offering alternatives put the ball in their court

THE ART OF SAYING **NO**

WAYS TO SAY NO:

- I wish I could, but I've got plans that can't be changed
- I'm afraid I can't help you this time as I'm already committed to a deadline
- I can do it really quickly or really well but not both – which would you prefer?
- I'd hate to disappoint you by not giving it my best so you should ask someone else
- I'm sorry but the cost is as low as we can go while getting you the results you need
- Here's what we've put together as our final proposal
- We value our relationship with you but are very sorry on this occasion we can't help
- I'd like to take this on but I have other projects I am committed to finishing before I take on anything else
- I'd prefer to decline rather than do a poor job
- I can't do this, but have you considered...
- Unfortunately, I have other commitments today but if you'd like I could...
- No, I can't take on this task as I want you to take on more responsibility
- I appreciate you thinking of me, but my current commitments prevent me from...
- If you consider the challenge, I think you'll see the need to protect analysis time. A week is very reasonable for the value we'll deliver
- We are unable to pitch for this project, but we hope we'll have other chances to work together in the future