



LEARN HOW A LITTLE TWO-LETTER WORD CAN TRANSFORM YOUR COMPANY.

All your life you've probably believed that saying yes is the key to growing your business. *Yes, we can provide that service. Yes, we can meet that deadline. Yes, we can take you on as a client. Yes, yes, yes.* You've always said it, even in your heart of hearts you were secretly thinking *no... we don't want to do that.*

Get ready to re-think your knee-jerk tendency to answer in the affirmative. Management consultant Kim DeMotte asked a select group of business experts to offer their perspectives on why saying no is often far preferable to saying yes. The result is a dynamic, eminently readable book of been-there, done-that, said-no-and-lived-to-tell-about-it voices.

YOU'LL LEARN HOW TO:

- ⊙ Identify your "red ring" that circle surrounding your "bull's eye" that represents what it is that you do not want in your business and life.
- ⊙ Become customer-focused without giving all customers everything they think they want.
- ⊙ Identify reasons your company should embrace change and reasons why it should *not*.
- ⊙ Establish a high ethical standard for your company
- ⊙ Set limits for your employees that will help them to let go of unproductive customers, products and industries
- ⊙ Use Logical Qualification (LQ) and Emotional Qualification (EQ) as powerful tools for "tradin' and makin' deals"
- ⊙ Determine when a customer is a "big fish" you should keep or a "minnow" you should throw back.



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