

Newsletter from Boyd Butler at www.greatlegalmarketing.co.uk

The Power of Negative Thinking

Today's subject seems a little strange at first. But just recently I've been falling into the trap of seeing every objection as "my fault" and I really want to snap out of it.

So writing this has been a bit of personal therapy. Thanks for listening ;-)

The Power of Negative Thinking

Many people know me as someone that has a positive attitude.

I teach that a positive attitude is 99% the reason for my success.

So why do I propose that you have to learn to think negatively?

Because being positive does not mean you neglect the way things really are.

**To be truly successful you have to expect the negative, the problems and the objections.
And come up with a plan to overcome them all.**

To come up with the plan you have to list every objection, reason, and question the prospect could raise before they trust you enough to buy.

If you prepare yourself from the negative aspect and react positively to it, then you will succeed.

Working with a football manager like Steve Coppell I noted that he had a number of plans. One if the team went ahead, one if the team went behind, one to cope with injuries, one to cope with extra time and so on. He was always prepared for the negative *with a positive plan*.

Whether you are presenting, writing a sales letter or answering the phone remember these key points in coming up with your sales story.

- *Forget ideas of positive or negative.* (that's the bit that helped me)
- List all the objections you can possibly think of.
- List things that could go wrong.
- Develop positive answers.
- Organise your ideas so you can respond immediately.
- Take confidence from your preparation.

Every question is a buying signal. The more questions, the more someone is interested.

Please let me know how you rate this information.
Send me a note back saying excellent, good, ok, or poor.

(I've already forgotten positive and negative so be honest).

Boyd

And if you want to refresh your marketing take a few tips from
www.greatlegalmarketing.co.uk

PS Want to share your best marketing tip with the others on
this newsletter?

It'd be kinda nice if we could get a little insider's club
going on here...what do you
think?

Send me an email if you want to say goodbye to all
this....boyd@greatlegalmarketing.co.uk