

YOU DON'T HAVE TO SAY NO!

THE TECHNIQUE

CONCERN



COUNTER/RESPONSE



ANALYZE GUEST REACTION



+ POSITIVE
CLOSE

< NEUTRAL/
- NEGATIVE

THIRD PARTY
EXAMPLE

IN FACT, JUST...

- YESTERDAY
- LAST WEEK

ANALYZE GUEST REACTION



+ POSITIVE
CLOSE

< NEUTRAL
CLOSE

- NEGATIVE
RETREAT/
PULL-BACK

OF COURSE...

- YOU'RE IN CONTROL
- YOU'RE THE BOSS
- YOU HAVE TO SEE THE VALUE

COUNTER/RESPONSE

THIS BEING SAID...

YOU DON'T
HAVE TO
SAY NO!