

# From No to Yes



*S·E·L·L·I·N·G*  
*in*  
*7 Words*



*7 Words Training Ltd*

The Threshold Centre, Cole Street Farm, Gillingham, Dorset SP8 5JQ

Tel: 07762 918888 E-mail: [laura@7words.co.uk](mailto:laura@7words.co.uk)

# Contents



<b>NO</b>	<b>Contents</b>
<b>HELLO</b>	<b>The 7 Words System</b>
<b>THANKS</b>	<b>Customer Psychology &amp; Influence</b>
<b>GOODBYE</b>	<b>Customer Feedback</b>
<b>PLEASE</b>	<b>Sales Management</b>
<b>SORRY</b>	<b>Testimonials</b>
<b>YES</b>	<b>Contact Us</b>

## *Introduction to 7 Words Training Ltd*

The application of 7 Words principles reaches into the worlds of business and retail where we offer consultations and training in various fields - project management, decision-making, meetings management and sales optimisation.

We have developed an original approach to selling based on the 7 Words System. There are two sides to our 'Simply Sales – From No to Yes' training: one for managers; the other for sales representatives or assistants.

Managers learn of the 7 aspects of selling ... from product knowledge through to optimal management of market feedback.

Sales representatives or assistants are the interface between management and the golden resource of the company - the customer.

Here our approach is radically different - we train sales assistants to be receptive rather than active, to learn the soft skills of awareness, rapport and listening, and then to monitor, recognise and guide the customer through the 7 steps they always move through in order to buy. This is a journey from No to Yes that has 7 completely identifiable and predictable stages that must be dealt with to secure the sale.

## *7 Words Training Ltd*

The Threshold Centre, Cole Street Farm, Gillingham, Dorset SP8 5JQ  
Tel: 07762 918888 E-mail: [laura@7words.co.uk](mailto:laura@7words.co.uk)

# The 7 Words System



The 7 Words System is a new business model and innovative management philosophy. It is a fluid and neutral framework that can uncover the underlying dynamic in any situation so that a complete appraisal is possible and nothing is overlooked.

There is an underlying order of 7 within everything. This system sets out the 7 fundamental aspects which are necessary and sufficient to describe anything that goes on in business and in all spheres.

Every communication and behaviour can be understood as an expression of one of these 7 primary words:

**No Hello Thanks Goodbye Please Sorry Yes** - and many endeavours are flawed because of the failure to appreciate the need to address each and every one of these seven aspects in all situations.

**NO** is to do with **boundaries, identity, choice, and truth**

**HELLO** is to do with **attention, openness, exchange, and understanding**

**THANKS** is to do with **appreciation, valuing, giving, and harmony**

**GOODBYE** is to do with **realization, decision, completion, and movement**

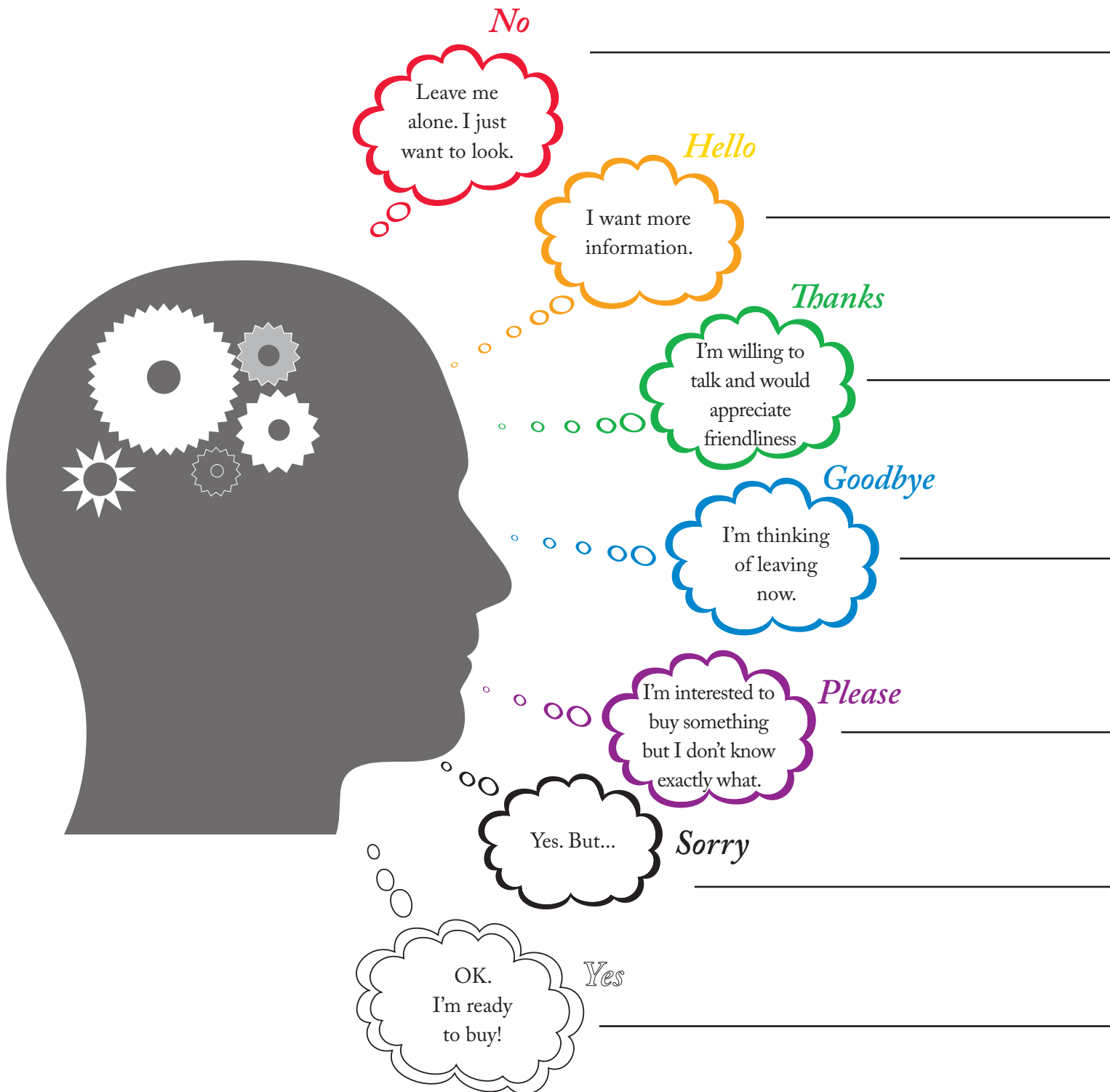
**PLEASE** is to do with **vision, intention, cooperation, and expectation**

**SORRY** is to do with **responsibility, report, repair, and release**

**YES** is to do with **permission, acceptance, agreement, and surrender**

# Customer Psychology

*The Customer is thinking...*



**7 Words Training Ltd**

The Threshold Centre, Cole Street Farm, Gillingham, Dorset SP8 5JQ

Tel: 07762 918888 E-mail: [laura@7words.co.uk](mailto:laura@7words.co.uk)

# *Influence*



*What you do ...*

**S** *tand Back*

The customer is not yet ready to be approached.

**E** *ngage*

Establish first contact when the customer shows they are ready to receive information.

**L** *isten*

Be pleasant. Learn what needs to be learned. Understand what the customer is really looking for.

**L** *ead*

Gently and firmly steer the conversation step by step towards a decision to buy.

**I** *nvite*

Clearly recommend a specific product and get the customer to adopt a vision of ownership.

**N** *egotiate*

Carefully deal with each objection raised by the customer until there are no more reasons to postpone or reject the purchase.

**G** *ather the gold*

As you efficiently complete the transaction remember to explore further opportunities for **S.E.L.L.I.N.G**

# Customer Feedback

## Q7-S

*To help you become confident that these methods are effective, we have created measurement techniques that can provide data to support our assertion.*

Q7 is used to assess the customer's degree of satisfaction with their experience with your company's representative. Generally enough customers are willing to offer honest helpful feedback when approached in an appropriate way to make this exercise well worthwhile.

Score each question 1 to 10: an absolute No = 1; an absolute Yes = 10.

Q7 - S	Score
Were you ready to be approached?	
Did you receive all the information you needed?	
Were you liked?	
Were you treated professionally?	
Were you shown something appropriate?	
Were your objections understood?	
Would you recommend?	
Total (Max 70)	



# Sales Management

## Training for Managers

Managers learn of the 7 aspects of selling – from customer psychology through to knowledge management processes. We can also include training modules for Meetings Management, Project Management, Leadership Skills, and Decision Making.

+ Meetings + Projects

### module 1 - no

#### *Scope*

We work with you to identify and define exactly the scope of the problem to be tackled, excluding all that is not relevant. Together we choose the training programme that will best address the truth of the situation - effecting immediate and lasting change.



### module 2 - hello

#### *Tools & Information*

We have many training tools and techniques to draw upon, gained from many years experience within our team, to inform each particular training programme. Our training is interactive and experiential, such that delegates feel understood, valued and changed for the better.



### module 3 - thanks

#### *Relating to Others*

Relating to others is something many feel they master socially early in life, yet perhaps less so in the working environment, which requires much greater awareness. We take each delegate's inherent skills in this area and develop them to an improved level of professional competence. It is not easy to put others at their ease, and knowing how to do this is a valuable asset that will lead to greater trust and willingness to engage. This is true for staff and customers alike.



## 7 Words Training Ltd

The Threshold Centre, Cole Street Farm, Gillingham, Dorset SP8 5JQ  
Tel: 07762 918888 E-mail: [laura@7words.co.uk](mailto:laura@7words.co.uk)





#### module 4 - goodbye

##### *Management*

Realising that change is necessary triggers management process. There is much to be done before making a decision and we have a unique Decision Tool that uses data to inform intuition and intuition to generate data. Decisions made using this tool ensure that nothing is overlooked and accountability is transparent.



#### module 5 - please

##### *Leadership*

Leadership requires vision and the intention to deliver. Vision without action is a daydream; action without vision is a nightmare. The ability to persuade others to cooperate accelerates the process of change and the expectation of success.



#### module 6 - sorry

##### *Customer Service*

We aim for no guilt, no blame ... so anything that dissatisfies or displeases customers is essentially the responsibility of the provider. No quibble replacement of faulty goods or a 100% money-back guarantee policy? Do these work well in your marketplace?



#### module 7 - yes

##### *Seizing Opportunity*

Every moment provides opportunity; not everyone sees or understands this. What potential sales are you and your business missing? Who knows who might walk through your door next and the new opportunities that they hold? We teach delegates to expect the unexpected, to welcome it and to make the most of every encounter.



+ Decisions

# Testimonials



**'Having worked with James Burgess and used 7 Words as a business tool, I can clearly see that it works. I can recommend its use, whatever your business issue.'**

John Wilkes,  
Head of Risk and Value,  
Anglian Water Services.

**'If you want to change the way you think about sales - and improve results - apply 7 Words!'**

John Lavan,  
Partner,  
Sarras Management Consulting.

**'It is an insightful doorway which invites the practitioner to gain new levels of understanding.'**

Dom Sakoilsky,  
Relate Manager,  
Bristol.

**'I recommend everybody to check the amazing inspiration of 7 Words.'**

Isaiah Kuakin,  
Dec 2011

**'Using 7 Words offers really valuable insights into my clients.'**

Louise Bennett,  
Parenting Counsellor,  
Stoke.

**'While composing a press release recently, I was having trouble communicating clearly because my writing was flooded with emotions. In using these 7 archetypes as a template all the important aspects seemed to get covered in a much more balanced way.'**

Neil Brown,  
Property Developer,  
Hastings.

**'The more I study 7 Words, the deeper are the understandings that come to me.'**

Sandra Bagdonaite,  
Clinical Psychologist,  
Lithuania.

## Contact Us

### Sales Training

Laura Sarton  
Training Manager, 7 Words Training Ltd  
T: 07762 918 888  
E: [laura@7words.co.uk](mailto:laura@7words.co.uk)

### Management Training & Consultancy

Richard Grey  
Director, 7 Words Training Ltd  
T: 07736 735 298  
E: [richard@7words.co.uk](mailto:richard@7words.co.uk)