

## **NEGATIVE YES CLOSE**

This is an inversion of the Ben Franklin Sheet. This however is oral. Again to be used on a procrastinating client who can't quite give you a reason for not going along but just isn't going. Now this is what we call a negative yes close. By this I mean in this close we allow her to say no but every time she says no she means yes.

Now you always start it this way: "Just to clarify my thinking, ----- (look very puzzled) what is it that isn't quite clear to you? Is it my own personal integrity? "no". You see her "no" means "yes". And you now start summarizing all the facets of your presentation one question at a time by asking her: "Is this it? Is it that?" Now each time you ask is it and she says no you've got a yes haven't you?