

# TURN A NO INTO A YES PLUS CLOSES



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| 3 STEPS   | YOUR TAKE |
|---|-----------|
| 1. Recognise the customers perspective without judgment to open the customer to consider their options (Pace) |           |
| 2. Reframe the situation from a concern into an opportunity to achieve their goal (Lead)                      |           |
| 3. Turn a roadblock into a roadway to go ahead (Close)  |           |

## TURNING A NO INTO A YES IN ACTION



| 3 STEPS   | PRACTICE |
|---|----------|
| 1. <b>STEP 1: PACE :</b><br>"John if I was in your shoes I would want to feel good about my decision"   |          |
| 2. <b>STEP 2: LEAD :</b><br>"Is it fair to say the most important thing right now is you get..."  |          |
| 3. <b>STEP 3: CLOSE:</b><br>"Is it okay if we reflect on where we are at and make sure we have not overlooked anything because if it is the right thing for you, it makes sense to go ahead wouldn't it?" |          |

**PRESSURE CREATES RESISTANCE**

**ACCEPTANCE CREATES FLEXIBILITY**

## EXPLAINING THE NEGATIVE-POSITIVE-CLOSE APPROACH IN VEHICLE SALES

How Acknowledging, Reframing, and Closing Builds Trust and Drives Results.

The Negative-Positive-Close approach, often summarised as “Acknowledge, Reframe, Close,” is a proven method for addressing buyer objections and guiding potential customers towards a confident purchase decision. Structured with honesty and empathy,

### The conversation in three purposeful steps:

1. **Start with the Negative (Acknowledge the Objection):** Openly address a common concern the buyer may have about the vehicle — whether it's price, mileage, age, colour, or previous use. By bringing up the objection yourself, you disarm defensiveness, demonstrate transparency, and build immediate trust.
2. **Reframe it to a Positive with a BUT (Reframe the Perception):** Pivot from the negative by highlighting the underlying benefits or unique strengths that counterbalance the concern. This shifts the conversation from problems to value, showing buyers what they gain rather than what they sacrifice.
3. **Finish with a Confident Close (Action-Based Suggestion):** End with a call to action — inviting the buyer to take the next step (test drive, discuss trade-in, etc.). This maintains momentum and encourages a decision without pressure.

### Expected Outcomes

Implementing the Negative-Positive-Close method produces significant, measurable benefits throughout the sales experience:

| Outcome                             | Description  |
|-------------------------------------|--|
| <b>Builds Trust</b>                 | You are perceived as honest and transparent, reducing suspicion and increasing buyer confidence.               |
| <b>Reduces Objections</b>           | By addressing concerns proactively, you prevent them from becoming sticking points later in the process.       |
| <b>Shifts Focus to Value</b>        | Reframing turns the buyer's attention from “what's wrong” to “what's right,” highlighting the car's strengths. |
| <b>Improves Conversion</b>          | More buyers progress to test drives, offers, and sales, as barriers are lowered and confidence grows.          |
| <b>Increases Closing Confidence</b> | Customers who feel informed and understood are much more likely to commit to the purchase.                     |

## NEW CARS EXAMPLES IN ACTION

**1. Negative:** "Unfortunately, the colour you're looking for is currently out of stock."

**Positive:**

1. "However, this model comes in a three beautiful alternative colours that's getting rave reviews."
2. "It's actually more practical since the colour is easier to maintain and keep clean."
3. "Plus, it'll be available sooner, so you won't have to wait as long to drive off in your new car."

**2. Negative:** "The exact trim level you were hoping for isn't available right now."

**Positive:**

1. "But what we do have in stock is a higher trim level that includes extra luxury features like a premium sound system and leather seats."
2. "This version also comes with a more powerful engine, so you'll enjoy better performance."
3. "You can get it right away, meaning you don't have to wait for delivery, and you get more value for your money."

**3. Negative:** "I'm sorry, this model doesn't come with lane-change assist like the one you had your eye on."

**Positive:**

1. "However, it does come with adaptive cruise control, which adjusts your speed to maintain a safe distance from the car ahead, reducing your need for constant speed adjustments."
2. "It also has speed monitoring, so you'll have peace of mind when cruising on the motorway."
3. "And, if you're looking for more convenience, this version has a parking assist system that makes tight spots a breeze."

**4. Negative:** "The heated seats you wanted aren't available in this model."

**Positive:**

1. "But instead, it comes with ventilated seats, which are great for staying cool in the summer months."
2. "This model also has dual-zone climate control, so both you and your passenger can adjust the temperature to your liking."
3. "Plus, it has a heated steering wheel, which is perfect for chilly mornings, so you'll still get that warmth in a different way."

**5. Negative:** "This model doesn't have the upgraded sound system you were hoping for."

**Positive:**

1. "But on the bright side, it comes with a premium speaker setup that's optimised for a clear, rich sound that many customers prefer it because it's more balanced."
2. "This system also comes with enhanced noise cancellation, so you get a quieter, more immersive experience inside the cabin."
3. "And it's paired with Apple CarPlay and Android Auto, so you can stream music directly from your phone with ease."

## SUMMARY

The Negative–Positive–Close strategy is simple yet remarkably effective:

1. Acknowledge the potential drawback
2. Confidently reframe it as a strength
3. Close by inviting action.

This technique not only addresses buyer concerns with candour and empathy but actively encourages decisions rooted in trust and perceived value. Sales professionals who genuinely master this approach can expect more engaged, confident customers and a higher rate of successful sales.

**Try it: Select a vehicle that causes you concern because of ... anything and do an exercise**

|             |
|-------------|
| Objection   |
| Acknowledge |
| Reframe     |
| Close       |

|             |
|-------------|
| Objection   |
| Acknowledge |
| Reframe     |
| Close       |

## USED CARS EXAMPLES IN ACTION

### 1. Price Concern

Negative: "I know it's a bit more than you thought..."

Positive: "...but it's priced based on condition, service history, and overall value. It's had one owner, full records, and no hidden surprises."

Close: "Let's take it for a drive, I think you'll feel where that value really comes through."

### 2. Kilometres/Mileage Concern

Negative: "Yes, it's done a few more Ks than you asked for..."

Positive: "...but it's been exceptionally well maintained, all highway driving, full-service history, and it runs like a dream."

Close: "If reliability matters more than a number on the dash, this one's ready to go when you are."

### 3. Age of the Vehicle

Negative: "It's not the year you originally considered..."

Positive: "...but the technology and safety features are current plus, it's been kept in top condition."

Close: "Why pay extra for something slightly newer when this gives you the same performance and style for much less?"

### 4. Colour or Aesthetic Preference

Negative: "I understand the colour might not have been your first choice..."

Positive: "...but it actually looks cleaner, great in person, and you won't see ten of them in the same carpark."

Close: "Let's look at the rest of what this vehicle offers as the value here goes far beyond colour."

### 5. Previous Owner or Use

Negative: "It was previously a fleet or company vehicle..."

Positive: "...which actually means it's been serviced on time, driven responsibly, and looked after by professionals."

Close: "You're getting a reliable car that's had nothing but expert care — shall we talk about your trade-in next?"



## SUMMARY

The Negative–Positive–Close strategy is simple yet remarkably effective:

4. Acknowledge the potential drawback
5. Confidently reframe it as a strength
6. Close by inviting action.

This technique not only addresses buyer concerns with candour and empathy but actively encourages decisions rooted in trust and perceived value. Sales professionals who genuinely master this approach can expect more engaged, confident customers and a higher rate of successful sales.

**Try it: Select a vehicle that causes you concern because of ... anything and do an exercise**

|             |
|-------------|
| Objection   |
| Acknowledge |
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|             |
|-------------|
| Objection   |
| Acknowledge |
| Reframe     |
| Close       |

## TAKE AWAY

## GTE TRAINING AND DEVELOPMENT

Graham (GTE) leads over 100 workshops annually, focusing on leadership, sales, fixed operations, and customer experience. He's the founder of Success Resources International, a Registered Training Organisation based in Brisbane, and the founder and Managing Director of GTE Training and Development in New Zealand.

Originally from North Wales, Graham has spent 17 years in Australia (2001 – 2019) after more than two decades in New Zealand. His background includes service in both the Royal Navy and the Royal New Zealand Navy.

He's married to Shelley, a Kiwi from the Bay of Islands, and together they have two children Mackenzie and Gareth, along with four grandchildren: Hudson, Avyana, Reo and Vivienne.

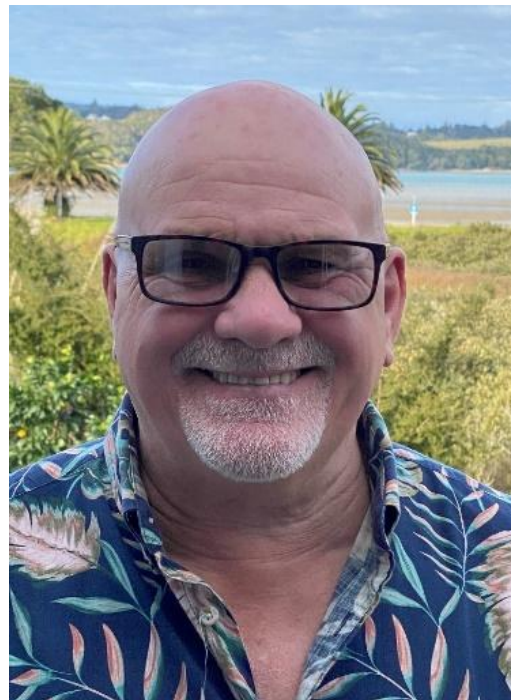
Graham (GT) is a highly regarded coach and workshop facilitator specialising in leadership, sales, service and customer experience. He brings a wealth of expertise with the following qualifications:

- Advanced Diploma of Leadership and Management
- Diploma in Automotive Management
- Diploma of Training and Education and Design
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