

HE WHO ASKS IS A FOOL FOR FIVE
MINUTES, BUT HE WHO DOES NOT
ASK REMAINS A FOOL FOREVER

Ask Ask Ask

Asking is one of the most powerful success principles of all!

Surprisingly – many just don't ask! Here are some tips about how to ask for what you want:

***You've got to ask!
Asking is, in my
opinion, the
world's most
powerful - and
neglected - secret
to success and
happiness.***

Percy Ross

1. Ask as if you expect to get it. Ask with a positive expectation. Ask as if you have already received, like it is a done deal. Ask as if you expect to get a yes.
2. Assume you can. Don't start with the assumption that you can't get it. Just assume you can.
3. Ask someone who can give it to you. Qualify the person. "Who would I have to speak to to get...." or Who is authorized to make a decision about....." What would have to happen for me to get"
4. Be clear and specific. Give a number, or give a date and time, or say exactly what you want the person to do.
5. Ask repeatedly. Be persistence and don't give up. Maybe on a different day, or when the person is in a better mood, or when you have new data to present, or after you've proven your commitment, or when circumstances have changed, or when the person trusts you more – or just when times (economy) is better.

**He who is
afraid of
asking is
ashamed of
learning.**



Ask Ask Ask

Herbert True, a marketing specialist at Notre Dame University, found that 95% of all salespeople quit by the 4th call however but 60% are sold after the 4th call.

- 44% of all salespeople quite trying to sell to a prospect after the first call
- 24% quit after the second call
- 14% quit after the third call
- 12% quit trying to sell their prospect after the 4th call

**You have nothing to
lose and everything
to gain by asking!**