

Andy Bounds

Get a quick, enthusiastic “yes” from anyone



You have to be good at persuading others to say 'yes'. These 'yeses' could be big ("please invest £millions in X"). They could be small ("please do Task Y"). But, the better you are at triggering them, the quicker you'll succeed.

There's no proven way to get a 'yes' 100% of the time. But some techniques significantly increase your chances. One is to use '**BO**':

- **B** – Benefits – explain why your proposition will help the other person in ways they – not you – perceive to be valuable. This shows them a 'yes' is in their interest
- **O** – Options – give them 2-3 choices as to how they can accept, and ask which they'd prefer. This helps turn their thinking from "should I agree?" to "how should I agree?"

So sentences like "you've heard our proposition. Would you like to invest £X?" contain no benefit; and also allow 'no' as an easy answer. A more compelling script is:

(B) "We can help you achieve your objective of doing X this year. So how would you like to proceed? **(O)** "We could either do the full programme we discussed; or start by doing Phase 1, then deciding next steps!"

BO works on anyone – even the boss:

"(B) I want to get your report out before close of play. I just need five minutes to run through a few questions. **(O)** Have you time now, or shall I come back in an hour?"

And, remember the Golden Rule of Persuasion: when they say 'yes' to one of your **Options**, stop talking!

Action point

1. Identify your next key communication where you need a 'yes'
2. Script your **BO**: explain why a 'yes' will **Benefit** them, and devise 2-3 **Options** that both you and they will feel comfortable with
3. Practise your **BO**, so it flows naturally on the day

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About the Author

Andy Bounds is an expert at helping companies communicate and sell better. Author of two best-selling books and winner of the title Britain's Sales Trainer of the Year, Andy has shared his expertise with some of the world's largest companies, helping every one of them have more success. Marketing legend Drayton Bird said Andy had taught him "... more about effective communicating than a lady who'd taught two American Presidents".



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