

## Go for the NO

**THERE IS A BIG DIFFERENCE IN YOUR MENTAL ATTITUDE WHEN YOU ARE GOING FOR A YES VERSUS WHEN YOU ARE GOING FOR A NO.**

### WHEN YOU GO FOR THE YES

- You are trying to get an appointment
- You are trying to close the deal or close for the next step
- You've given away your power, in "hope" that you get something in return.

### WHEN YOU GO FOR THE NO

- You cross prospects off your list faster
- You never do proposals that won't lead to a sale
- You retain your power, and in so doing you attract people who want to do business with you.

### CHANGE YOUR ATTITUDE AND YOUR FOCUS.

Don't be a supplicant looking for the Yes. Go for the No, and start being pleasantly surprised when you get the Yes.

## ASK FOR THE BUSINESS

**"BRINGING A DEAL TO CLOSURE CAN TAKE FOREVER. IT MAY BE EVEN MORE DIFFICULT TODAY THAN EVER BEFORE"**  
TOM SANT

Imagine a salesperson on bended knees with a pen in one hand and the deal in the other, begging the customer to "Please, please, please" sign. It's rather obvious that at some point the deal gets done. And yet, we don't always ask for the business and make the close at the right time. In sales, the right time is at the end of your sales cycle and the end of the customer's buying cycle.

In proposals and presentations, it's at the end too -- as long as you've also overcome those objections and get those buying signals.



Ask for it at the end of the cover letter, ask for it at the end of the Executive Summary, and ask for it when you deliver or present the proposal. Being passive doesn't work. You have to ask.

## WANT TO SELL TO THE GOVERNMENT?

TENDERING TO GOVERNMENT CAN BE A MINEFIELD. DIFFERENT LEVELS OF GOVERNMENT APPLY DIFFERENT RULES AND THERE ARE EXCEPTIONS TO THOSE TOO. SMART PROCUREMENT'S ELAINE PORTEOUS PROVIDES A FEW GUIDELINES TO MAKE TENDERING FOR GOVERNMENT BUSINESS A LITTLE EASIER.

- When preparing bids face all the statutory and compulsory forms first – these can take more time to prepare than you think.
- A written tax clearance from SARS is compulsory in government bids and is becoming increasingly requested by private sector companies too.
- Municipalities and metros will insist on evidence that you don't owe on your utility bills and for high ticket items they will ask about any other existing contracts that you have with government and whether you have failed to deliver in the past.

Government tenders are required to be advertised in the Government Tender Bulletin. Go to these sites every Friday for new tenders:

- <https://www.info.gov.za/documents/tenders/index.htm>
- <http://www.treasury.gov.za>

A basic understanding of the rules is vital. Start with the Public Finance Management Act (PFMA) of 1999 which should give you a head start on the competition.

*nFold has recently launched an outsourced Bid Centre that can provide you with a review of your recent proposals which may not have had the desired result. We can also work with you to redraft any of your proposals. For more info, email [editing@smartprocurement.co.za](mailto:editing@smartprocurement.co.za) or [info@nfold.com](mailto:info@nfold.com).*