

**Stop Saying “I don’t know” ...It Is Killing Your Sales!**

# INSTEAD OF SAYING “I DON’T KNOW”

use a trust-building statement similar to the following:

*“That is a great question. I am not sure. Let me find out quickly for you. While I find out, why don’t you sit down on this sofa and I will get you a drink.”*

**Or you could say...**

*“I haven’t been asked that before. Great question. Let me figure out a good answer for you. Give me just a minute.”*

**Remember,**

MAKE YOURSELF A **VALUABLE RESOURCE.**  
NOT KNOWING AN ANSWER  
**INS’T A WEAKNESS.**