



KSB
Promotions
Visibility Specialists

What do you do when you hear “No thank you” ?

- Politely ask if it is the topic or the timing.
- If the topic, ask what topics work best for their readers, listeners, viewers.
- If it's the timing, ask when to pitch to them again.
- Ask if there is someone else at the publication / station who may find this topic of interest.
- Ask how they prefer to get information - email, fax, call, mail.
- Ask if they are the right person to get information.
- Ask if there are good/bad days or times to contact them.
- Pleasantly tell them that if you have information in the future that fits their criteria, that you will be back in touch.
- Complain to the dog or plant or wall **AFTER** you hang up.