

THE FOLLOWING EXCERPT FROM THE "STOP LOSING WOMEN" E-BOOK IS FROM "CHAPTER 13: STOP ACCEPTING 'MAYBE' DATES," PAGES 202-205

THE "MAYBE" LESSON MY UNCLE TAUGHT ME

Back in the day, I used to work in sales. I assisted my uncle who sold vacuum cleaners, mainly because I needed to make some quick money. He was exceptional at it, raking in around \$100,000 a year selling those machines. It was quite impressive.

So, I decided to try my hand at it. I'll be honest, though; I wasn't particularly skilled in the trade. Part of the reason was that I didn't enjoy entering people's homes and persuading them to make purchases. But every once in a while, there would be a customer who seemed genuinely interested, giving me a glimmer of hope.

On one sales outing, I had reached the end of my sales pitch and asked, "So, would you like to buy this product?" They responded with, "Hmm, that's an excellent product, and I really want to get one. However, my spouse isn't here right now. Tell you what, I'll say 'maybe' for now, but I need you to call me tomorrow after I've had a chance to discuss it with my significant other. I'll confirm then that we're probably going to making the purchase."

So, I headed to my Uncle's house all thrilled, thinking, "This is fantastic! I'm going to tell him I sold this vacuum. It's amazing!" But when I to his house and told him "I made a sale!" he asked, "Where's the order?" I explained, "Well, we didn't fill out the order yet because they mentioned they need to discuss it with their spouse. But they're like 98% sure they're going to buy it."

My uncle, having been in this game for far too long, told me that, based on the potential customer's answer, they probably weren't going to end up ordering the vacuum. "But the person sounded so sure they wanted it! Why else would they tell me 'maybe' and to call them back later for the order?"

That's when my uncle sat me down and gave me a speech that I still remember to this day. He said:

"Nephew, let me tell you something. In the world of sales, and pretty much anything in life, the 'yeses' will make you happy; the 'no's' will disappoint you for a while, but you'll move on; but the 'maybes' will drive you crazy. They are often false hope, and more often than not, when you hear a 'maybe,' it's essentially a 'no.' They don't want to hurt your feelings in the moment, and figure it's easier to do it when you're not in front of their face."

At the time, I thought what he was saying couldn't possibly be true. I looked at him, thinking, "But they just said they wanted the machine. They seemed so excited about it. It's definitely a yes. They'll tell their spouse how great the presentation was today, and the spouse will agree to the purchase. I'll make the sale!" That's what I believed would happen.

However, reality painted a different picture. Sure enough, when I made the follow-up call to "confirm" the order, the response I got was "Oh yeah, I talked to my spouse about it, and they didn't think it was a good idea. Sorry!"

My Uncle had to further explain to me why this happened. You'd have someone who sat through the entire presentation trying to

attempt to condense an hour and a half presentation into a five-minute summary for their spouse who wasn't there. Inevitably, this would lead to a 'no' from the spouse because they'd think, "Here comes a salesman trying to sell you something, and I wasn't here to protect you from making a bad decision. So, we have to say no because you fell for this trap."

And so, in the end, the "maybe" I got that I was so sure meant "yes," turned out to be the opposite.

Well, guess what? That's how a "maybe" answer work in the dating world. When she gives you a "maybe," she's essentially saying, "I'm not really sure if I want to go out with you. Actually, I don't really want to go out with you at all, but I don't want to hurt your feelings. I'm trying to be polite and nice, so I'll say 'maybe' to this date. That will buy me some time between now and whenever the date is, to come up with an excuse not to go out with you."

Think about how many times you've asked someone out, and they respond with things like, "Oh, I might be able to go," or "well, maybe, we'll see," or, "I have to check my schedule first," even though they don't have any prior commitments for that day. And then, when you follow up to see if that "maybe" has turned into a "yes," it usually turns out to be a firm "no." That's because, my friends, "maybes" are often just another way of saying "no."



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