

# WHAT TO SAY WHEN THEY SAY 'NO'!

Take on the idea killers with a killer comeback!

When it comes to promoting the Waste Wise message in the workplace, don't you wish that you had a snappy comeback for every lame excuse that people threw at you?

Even the best researched and calculated ideas can suffocate under a mountain of negativity. So how can you combat this? A key strategy is to pre-empt the objections. Figure out the best responses to common put-downs and you can bring the cynics round to your way of thinking – or at least keep them listening to what you have to say!

Use this collection of verbal weapons to combat the negativity of those people who simply don't care, don't think they have the time or think it's not their problem. Adapt the comebacks, add to them and share them around!

IDEA KILLERS	COMEBACKS
'It's too hard!'	What's so hard about it? How can I help you? What do you need?  'How can we make it easier for you and everyone else? If we get the solution right, it will actually make your life easier and free up your time, energy and resources for more important things.'
'It's never been done!'	'Great! Then we'll be the first! Let's use this as an opportunity for us to show initiative and demonstrate multiple savings to management. Hey, it might even help us negotiate a salary increase!'
'It's too complicated!'	'Well let's make it uncomplicated. What can I do? How can I help you? What can you suggest? The simpler we make it, the easier it's going to be for everyone to implement, which will free up our time and energy for other things.'
'It's too simple!'	'That's the beauty of it! The simple things in life are often the best. That also means that it will be easy to adopt around the workplace. You'll see, these simple actions can really make a huge impact, especially on the bottom line and to our own sanity and wellbeing!'
'It's not in our charter!'	'Let's make it a part of the charter then! Let's approach management with this idea. Once they see that this will streamline business operations, save money and boost morale, they are sure to take it up. And I am sure our efforts will be rewarded!'

IDEA KILLERS	COMEBACKS
'It's not my problem.'	'Dead right it's not your problem, it's everyone's problem. This is a great opportunity ... if we're quick about it. Management will love us for solving this problem and it will make staff happy because it will save them time energy and effort. We will be office heroes!'
'I/we don't have enough time.'	'Once you get used to the different process, this will actually save you time, so you can spend it on more important things.'
'It'll never work.'	'How do you know unless you try? How about we give it a go for a week/month and then if it doesn't work, we can try to think of another way?'
'I/We don't have the money.'	'The great thing is that being Waste Wise will actually help us save money so we can put it to better use ... such as our staff Christmas party fund. There may be initial setup costs, but the cost will be recouped (and more) over time.'
'I have enough on my plate as it is.'	'I know, and our goal is not to make you more busy, but to save you time. A small commitment or change in processes will actually help free up your time so you can get on with more important things.'
'It's not our core competency.'	'Waste concerns everyone, regardless of what business we are in or what your particular job is. Surely one of our core competencies is to make our business operate more efficiently? We can ignore wasteful habits, or we can try to face them and work out ways to make our working lives easier and to free up our time.'
'Isn't this what you're paid to do?'	'Yes I am. And so are you. We are all paid to help this business run efficiently. If it doesn't, we might be out of a job altogether! I've taken it on as part of my job to create a Waste Wise culture in this organisation, and I can't achieve that unless everyone works together as a team.'
'We tried that once before and it didn't work.'	'But did we do it properly? Let's work out why it didn't work last time. Maybe it didn't work because people lost interest or there wasn't enough support from management. Let's make sure to do it properly this time!'