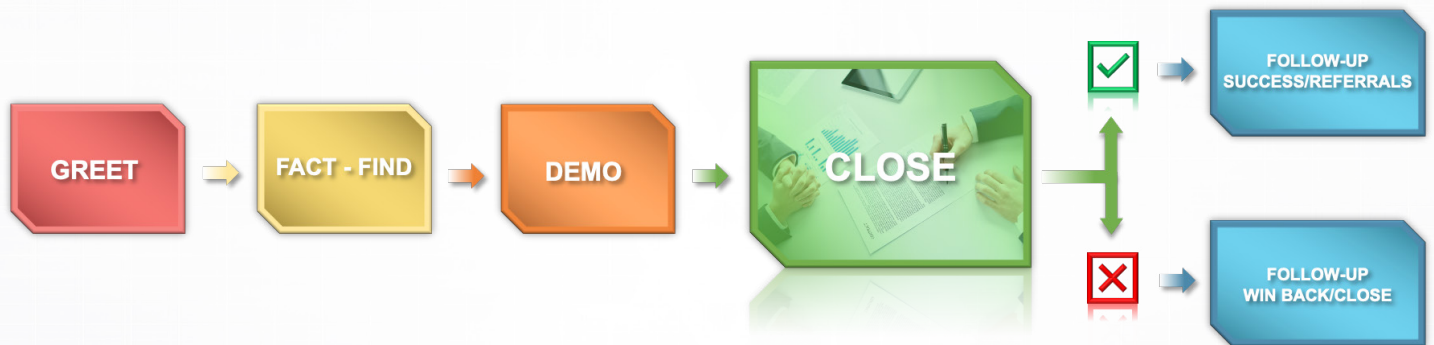




CLOSE

CLOSE



THE PROPOSAL

REQUIREMENTS FOR CLOSING THE SALE

1.

2.

3.

4.

5.

6.

7.

UNCERTAINTY IS A DEAL KILLER

1.

2.

3.

4.

5.

6.

7.

OBJECTION STRATEGIES



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OBJECTIONS FALL INTO 5 CATEGORIES



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EXERCISE

List the top four objections you hear most often from your customers.

1.

2.

3.

4.

STEPS TO HANDLE OBJECTIONS

Practice Role Play #1

Objection to Handle: **Time**

Listen	<ol style="list-style-type: none"> 1. Let me write this down. 2. Please tell me more. 3. I got it. 4. What else? 5. Tell me more. 6. Thanks for sharing. 7. Tell me everything.
Acknowledge	<ol style="list-style-type: none"> 1. You are right. 2. I agree with you. 3. I can see that. 4. I am in total agreement. 5. I feel the same way. 6. I get it.
Isolate	<ol style="list-style-type: none"> 1. What are your other concerns? 2. What else bothers you? 3. Do you have any other reasons for not moving forward? 4. Do you have any other objections? 5. If I could solve that one thing, would there be anything else?
Validate	<ol style="list-style-type: none"> 1. What's your real objection? 2. What's your real concern? 3. There's gotta be something else... 4. When you say that, what do you mean? 5. Why do you say that? <p>***BONUS MAGIC VALIDATOR: THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?</p>
Determine Type of Objection	Time
Close	Look, the reality is you're going to do this sooner or you're going to do it later, and you know it. You need the product. You've said you loved the product. You can afford the product. Hey, then let's not wait for later and get it handled.

Practice Role Play 2

Objection to Handle:

Listen	<ol style="list-style-type: none"> 1. Let me write this down. 2. Please tell me more. 3. I got it. 4. What else? 5. Tell me more. 6. Thanks for sharing. 7. Tell me everything.
Acknowledge	<ol style="list-style-type: none"> 1. You are right. 2. I agree with you. 3. I can see that. 4. I am in total agreement. 5. I feel the same way. 6. I get it.
Isolate	<ol style="list-style-type: none"> 1. What are your other concerns? 2. What else bothers you? 3. Do you have any other reasons for not moving forward? 4. Do you have any other objections? 5. If I could solve that one thing, would there be anything else?
Validate	<ol style="list-style-type: none"> 1. What's your real objection? 2. What's your real concern? 3. There's gotta be something else... 4. When you say that, what do you mean? 5. Why do you say that? <p>***BONUS MAGIC VALIDATOR: THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?</p>
Determine Type of Objection	Product. Money. Stall. Time. Unspoken.
Close	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

Practice Role Play 3

Objection to Handle:

Listen	<ol style="list-style-type: none"> 1. Let me write this down. 2. Please tell me more. 3. I got it. 4. What else? 5. Tell me more. 6. Thanks for sharing. 7. Tell me everything.
Acknowledge	<ol style="list-style-type: none"> 1. You are right. 2. I agree with you. 3. I can see that. 4. I am in total agreement. 5. I feel the same way. 6. I get it.
Isolate	<ol style="list-style-type: none"> 1. What are your other concerns? 2. What else bothers you? 3. Do you have any other reasons for not moving forward? 4. Do you have any other objections? 5. If I could solve that one thing, would there be anything else?
Validate	<ol style="list-style-type: none"> 1. What's your real objection? 2. What's your real concern? 3. There's gotta be something else... 4. When you say that, what do you mean? 5. Why do you say that? <p>***BONUS MAGIC VALIDATOR: THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?</p>
Determine Type of Objection	Product. Money. Stall. Time. Unspoken.
Close	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

Practice Role Play 4

Objection to Handle:

Listen	<ol style="list-style-type: none"> 1. Let me write this down. 2. Please tell me more. 3. I got it. 4. What else? 5. Tell me more. 6. Thanks for sharing. 7. Tell me everything.
Acknowledge	<ol style="list-style-type: none"> 1. You are right. 2. I agree with you. 3. I can see that. 4. I am in total agreement. 5. I feel the same way. 6. I get it.
Isolate	<ol style="list-style-type: none"> 1. What are your other concerns? 2. What else bothers you? 3. Do you have any other reasons for not moving forward? 4. Do you have any other objections? 5. If I could solve that one thing, would there be anything else?
Validate	<ol style="list-style-type: none"> 1. What's your real objection? 2. What's your real concern? 3. There's gotta be something else... 4. When you say that, what do you mean? 5. Why do you say that? <p>***BONUS MAGIC VALIDATOR: THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?</p>
Determine Type of Objection	Product. Money. Stall. Time. Unspoken.
Close	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

Practice Role Play 5

Objection to Handle:

Listen	<ol style="list-style-type: none"> 1. Let me write this down. 2. Please tell me more. 3. I got it. 4. What else? 5. Tell me more. 6. Thanks for sharing. 7. Tell me everything.
Acknowledge	<ol style="list-style-type: none"> 1. You are right. 2. I agree with you. 3. I can see that. 4. I am in total agreement. 5. I feel the same way. 6. I get it.
Isolate	<ol style="list-style-type: none"> 1. What are your other concerns? 2. What else bothers you? 3. Do you have any other reasons for not moving forward? 4. Do you have any other objections? 5. If I could solve that one thing, would there be anything else?
Validate	<ol style="list-style-type: none"> 1. What's your real objection? 2. What's your real concern? 3. There's gotta be something else... 4. When you say that, what do you mean? 5. Why do you say that? <p>***BONUS MAGIC VALIDATOR: THAT WOULDN'T KEEP YOU FROM OWNING IT, WOULD IT?</p>
Determine Type of Objection	Product. Money. Stall. Time. Unspoken.
Close	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>