



Brookes  
&  
Company

REALTY GROUP

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First of all, we have to realize that an objection is only a concern your prospect has. It's not a rejection of YOU.

Now is not the time to **REACT to an objection** you get!

Unfortunately, at that point many salespeople just fly off the cuff instead of working to uncover what the objection **actually means**.

Please realize that this is not the time to go back into a **selling mode** to try to persuade them with logical facts on why your solution is good for them.

***If you have done your work correctly and gone deep into the conversation with your prospect using NEPQ™ ...***

***Most, if not all objections, will be eliminated during the engagement stage of the process which we will show you tomorrow.***

***That's called objection prevention.***

***Let me repeat that you can literally reduce the objections you are getting right now by 70% or more.***

If you do get an objection at this stage, just look at it as a concern.

Try to understand the prospect's point of view and put yourself in their shoes as they determine if what you're offering is only a **promise of a better future**.

Understand that they have to make that commitment before you **deliver what you promised**.

**Are you with me?**

Now, when a prospect brings up an objection how do you usually react?

What starts going through your mind when you hear an objection like this?

- Your price is too high.
- We don't need it.
- I'm not interested
- Let me think it over.
- Can you leave me some information?
- We don't have the budget for this.
- Is this a scam?
- I can't afford it.
- I saw some negative reviews about your company online.
- We already have a company we use for that.
- I need to get more quotes.
- I need to talk to my spouse.

What goes off in your mind when you hear these objections?

You go into “**Objection Handling Mode**” like a robot because that's what you might have been taught.

**We get impatient.**

You've **heard this same objection before** so you sometimes cut them off before they even finish their sentence, and try to overcome it with facts and logic to try and prove and support your solution.

You might even use the old feel, felt, found technique that's been around since the **stone ages of selling**.

*“Mr. Prospect I know how you feel, others have felt the same way and this is what they found.”*

This does not work on most of your prospects..Throw it out the door, unless you want to be average in sales....

Now is **not the time** to try to sell them or persuade them on **why you are “right”**.

It’s time to listen and validate what they are saying and feeling, and even ask them to **expand on why** they feel that way.

You will notice that once you do, they will completely open up to you and look at you as an **expert, as a trusted authority**, not someone trying to just sell them something.

Once again, if you have asked the right questions at the right time in the conversation, **most, if not all** their objections will be eliminated during the engagement stage”.

You don’t want to **have commission breath here!!!** #noCO breath

How powerful could you be in selling if you knew specific skilled questions, and when and how to ask them to get your prospect to **overcome their own concerns** and **persuade themselves** that they wanted to buy from you, rather than you trying to chase after them yourself?

I’m going to give you some very powerful NEPQ™ questions, like hors d’oeuvres, just a little nibble, that you can ask them at any time in the conversation if a concern arises that will automatically put you in front of the **pack of salespeople trying to win over that same account or prospect** and put you at the top in your sales office.

I want you to understand that sometimes even with a perfect dialogue with a prospect you might encounter a few 'concerns'. Discuss these with your potential customer.

***If you try to hide the objection or just sweep them under the rug, it will still be in their mind when you try and close the sale which will create even more objections.***

So if we hear certain things in the conversation that are **signs to you that they are possibly going to have an objection** about when you go through your presentation at the end, then you need to ask certain questions to seed in their mind and eliminate the objection.

Let me give you an example of this that is industry specific so you can see how it might work.

Let's say, if you sold in the **high ticket industry and you sold a training program that teaches business owners how to scale their companies.**

**I was just working on a script right before this for a company in this space.**

## **Objection #1: Well, I've tried several programs that just haven't worked for me.**

And the prospect says halfway through *“Well, I've tried several programs that just haven't worked out for me.”*

Well now you know they still have that fear in their mind, so when you drop the price of what it will take to buy your services do you think that fear is still going to be there? You bet it is!

So I might say, *“Hold on when you say they didn't work for you, what programs did you go through?”*

Let them answer...

**YOU:** *Oh and what parts of those do you feel didn't work for you?*

**PROSPECT:** *Well they didn't do this and they didn't do that...*

**YOU:** *Awww, okay and were there other people getting results in that program?*

**PROSPECT:** *(Most will say) Yeah I guess there were some I saw that said they were.*

**YOU:** *So if other people were getting results what do you feel held you back from having success like they were?*

**PROSPECT:** *Well I really didn't like their support system they had and around that time we had our baby and we just didn't have a lot of time to put into it.*

Now most will start to view in their mind that maybe it was them, maybe they didn't put in the time, maybe they didn't really work hard enough

or really show up and it empowers them to feel like they won't let that happen again.

**YOU:** *Okay so support is important to you then?*

What did I do there?

They just said that the last thing they got involved with didn't have great support, so instead of me saying "*Oh don't worry, we have the best support here, that will NEVER happen with us.*"

Which is what every salesperson says, and even the person who sold her the last program said that too, so if you sound just like them, she starts to get skeptical and loses trust.

So when I say, "***Okay so support is important to you then?***" That implies what? That we have great support. I just seeded that into her mind.

And now at the end of the presentation it's hard for them to have this objection now because you have helped them overcome it in their mind so it doesn't **resurface later in the sales process as an objection.**

**Do you see how that works?**

Let's jump back in, so NEPQ™ questions will have already established something that most salespeople never do with their prospects, you have established TRUST!

So you will already have a good relationship. So be open and ask if there is anything they would like to address to you at this point and bring any concerns to the table. If there are, talk about them as two people working together to resolve them.



## **3-Step Formula to Help Prospects/Customers Overcome Their Concerns**

I'm gonna give you a **3-Step Formula** to help prospects/customers overcome their own concerns:

**1. CLARIFY**

**2. DISCUSS**

**3. DIFFUSE**

Let's take a closer look at each of these steps.

### **STEP 1: CLARIFY**

First, we have to understand exactly what their concern is, and why they have the concern - **what's behind it?**

Most salespeople just assume they know and they go into objection handling mode and never ask. Then what usually happens? They lose the sale.

You've heard this concern before from other prospects, so you start rattling off a "rebuttal" that you might have been taught. I want you to **stop** doing that! HOLY MOTHER OF MARY! STOP THE MADNESS!

**Now let's find out what is behind their concern so we can help them**

**resolve it.**

Here are some **NEPQ™ Clarifying Questions** to ask:

- *When you say ... (repeat back what they said) what do you mean by that?*
- *When you say ... (repeat back what they said) how do you mean by that?*
- *I'm curious why you feel this way?*
- *Can I ask where you got that information from?*
- *How did you arrive at thinking that way?*
- *How did you arrive at that?*
- *Can you tell me more about that?*
- *Why do you feel that way?*
- *Can you tell me what you mean by that exactly?*

***When you say (repeat the concern)...What's behind that?***

Like if they say *"I just have some concerns about what's in the contract?"*

You say: ***Can I ask what's behind that just so I understand?***

## **Objection #2: This is just too expensive!**

**PROSPECT:** *This is just too expensive for our company.*

**NEW MODEL SALESPERSON:** *How do you mean by it's too expensive?*

**PROSPECT:** *Well, another company I am looking at is 10% cheaper for the same product.*

Do you see how that works? The salesperson now knows what the prospect means when they say it's too expensive.

**In other situations, it could mean something completely different.**

It could mean: *"We just don't have the budget for this right now."*

OR ... *"Your quote would be too high for us once we add in repairs and maintenance costs."*

***(If you sell farm equipment, train companies that sell that.)***

OR ... *"Once we hire someone to implement the software, it takes us over what we have allocated for this."*

It could mean many different things depending on your industry.

Can you see how each of these answers reveal a different reason for the objection of *"this is too expensive"*?

Here is another example:

**PROSPECT:** *This proposal is just too expensive for the company.*

**NEW MODEL SALESPERSON:** *Why do you say it's too expensive? or "How do you mean?"*

**PROSPECT:** *Well, the most we could pay for this service is about \$7k a month maximum, and you're quoting me around \$11k a month.*

**NEW MODEL SALESPERSON:** *Can I ask you how you arrived at that monthly figure of \$7k a month?*

**PROSPECT:** *That is what our CEO has allocated us to be able to spend on this type of service because of cutbacks in our department from the merger.*

Now the salesperson can see the picture more clearly than before.

The meaning of *"it's too expensive"* is that the CEO has only allocated \$7k monthly due to cutbacks because the company has recently gone through a merger.

With this extra knowledge, the salesperson may be able to negotiate a different agreement on price, perhaps by changing service options from the original offer or by giving them a different type of service that matches their budget.

OR, when you get really good and you're a client of ours and you go through our NEPQ™ training courses you ask questions like this;

***"Do you feel like the budget you've been given is sufficient to solve this problem?"***

**OR...**

***"So help me understand, with cost being the most important thing to your CEO can I ask how that compares to your company actually getting results and being able to solve this problem though?"***

## Now what does that question do?

Now that gets them to think that maybe they need to go get funds from somewhere else, a different department to be able to invest with you to solve their problems. They will go get the funds to do it if they don't have it.

Do you see the difference?

Our first B2B client was Google Adwords. We trained three of their divisions about 250 people in total.

So someone referred me to them, they had heard of my sales success, **they probably said, "Yeah we will meet with this stupid kid, we're Google we dont need any sales training, we already do billions."**

They bring me in there Tempe AZ offices, this whole glass building for miles, very intimidating, like "OMG what am I doing here?"

Within 15 minutes they were into it, they started to realize from my questions that they were just really doing product training. Which was costing them millions a month in lost sales.

They were just educating the prospects about the products and services, winging and then hoping and praying they would buy.

But then they said this... **"We are in but we have already allocated our training budget and it's been used this year."**

So we have to wait 'till the new budget comes out next year. A lot of companies are set up that way if you sell B2B, especially Fortune 100-500 companies.

They said that in early September. They wanted to start January 20th. That was 5 months away!

Now, do we really believe that 5 months later a sale is going to happen,

probably not right. So I knew I had to help them overcome this concern for them.

And I started to help them find out by my questioning ability they were also losing about 40% of their salespeople every 90 days in those 4 divisions, which was costing them \$3-4 million of dollars a month in rehiring, onboarding, product training etc. And after ten minutes of me probing deeper, they were **sweating with the pain of them realizing that their jobs were at stake if this kept happening.**

**And I simply asked them, “Well you tell me which is more risky? You guys getting the funds from another department, the \$68K, your problems get solved, and you double to triple your numbers in these divisions? Or is it more risky for you to do nothing at all over the next 5 months, you lose another \$4 million x 5 months is \$20 million by losing more salespeople and the situation gets even worse?”**

### **Which is more risky?**

The VP of those divisions said *“That’s right!”* picked up the phone and called a different department and were asking for our wire details. **They paid me \$68k for 12 hrs of in classroom training!**

This was before we even had our virtual training platforms for clients that we have now.

The point here is because of the questions I asked them and how I asked them they started to realize that they were losing millions of dollars a month in revenue because their sales process wasn’t working and they had about 40% of salespeople quit every 90 days.

They were able to see that it was far less risky for them to go get the funds from a different department to solve the problem now, than to wait 5 months, lose millions more dollars in lost sales, and attrition with their sales teams and nothing would change.

Now if I didn't know how to resolve their concern, I wouldn't have been able to solve their problems, and that was up to me to do, just like if you're not able to help your prospects resolve their concerns.

### **Whose fault is that?**

It's yours. You're holding back your prospects from solving their problems and getting what they want, because for somehow, *selfishly, you're still not willing to learn the right skills* to be able to help them find the problems they didn't know they had, so they can buy from you and solve those, **and you get paid a lot of money for that.**

***Somehow you just are selfishly not learning those skills so you can help your prospects get the results they want!***

Now I'm not willing to do that, are you willing to do that?

Do you want to change ALL of that right now?

Now we got them a **244% increase in sales in those 3 divisions in the first 90 days!!!**

It made them close to an extra \$60 million more in sales that year in those 3 divisions.

Was it worth the \$68k they invested?

***Asking skilled questions about their concern helps you get better information that clarifies their concerns and assists you in finding a solution.***

You are also helping your prospects think and overcome their own concerns. You're requesting clarification about their objection so that **you can fully understand it.**

## **STEP 2: DISCUSS**

Now, once you know what their real concern is and why they feel that way you will then discuss it like a friend talking to another friend, **conversationally.**

**Most salespeople at this point go into presentation mode where they try to prove with facts and figures that they are right and the prospect is wrong.**

This is a sin in sales! GOOD LORD! Do you know how many sales you lose every week because you are doing that?

Never do that if you want to make the sale and be a top performer in sales!

Talk conversationally. Remember, at this point in the conversation you have **built trust, you are the authority, the trusted one.**

Because of that they are open with you. You are working and discussing the concern as two people on the same team trying to solve their problems.



### **STEP 3: DIFFUSE**

You're going to ask them **how they see themselves resolving their concerns. Let me repeat myself....**

After you have discussed the concern, you can then start **diffusing their concerns** and helping them overcome their concerns in their mind. You can ask NEPQ™ starter phrases like these: (I'm just going to give you a little nibble here compared to what our clients learn in our virtual training.)

- *Suppose it wasn't what you thought it was?*
- *Suppose you could ... ?*
- *What if we could ... ?*
- *What if you could ... ?*

**Stop saying, "If I could show you...would you buy today?"**

**Or, "What's it going to take for us to get you in the car today, or get you to buy this product today?"**

**HOLY HELL BATMAN!!!** You are losing so many sales by doing this!!!  
It just triggers resistance where they feel you are just trying to sell them something!!!

**You would just change the wording of that to something like this:**

*"If there was a way you could \_\_\_\_\_ ... would that help you?"*

## Examples of How to Diffuse Concerns:

Let's go over specifically how to overcome certain objections. I know all of you get on here!

Let's talk about the price concern.

### **Objection #3: We don't have the money for this.**

Who wants to learn how to do this?

Here is an example of how this might look.

This is deliberately generic so that you can easily plug in your own industry and tailor to the product or service you sell.

**PROSPECT:** *We like your product, but at this time we just can't afford it.*

**NEW MODEL SALESPERSON:** *That's not a problem...Tell me, if you did have the money/funding, would this be something that would work for you?*

\*\*\*If you have asked the right questions in the conversation they will always say YES.\*\*\*

Did you notice how I paused there?

**PROSPECT:** *Yeah, for sure.*

**NEW MODEL SALESPERSON:** *Why do you feel it would though?*

Do you see the skepticism here?

**PROSPECT:** *Well, we like ... but we just don't have the money for it.*

**NEW MODEL SALESPERSON:** *I can appreciate that money might be an issue for you. How do you think you can resolve that where you can find the money so that you can... Here you just **plug in** what they said they wanted.*

**You are tying in them getting the funding/money with having what they said they wanted.**

**If they don't get the funding/money then they can't have what they said they want.**

Many times when you ask them this question, because of the trust they have in you, they will be the ones to come up with ways on how they can get the funds together.

When you do this correctly, they'll think about using a credit card, getting a loan, refinancing their house, borrowing from their 401K, investments, or getting their boss to take money from a different department to invest in your solution depending on what you sell.

Now, if they cannot come up with ways on how they can get the money, you can ask them this question: *"What other avenues do you have to find the funding so that you can ..."*

Once again, you are just filling in the second thing they said they wanted. Here are some examples. We train hundreds of different industries. I wish I could show all of the examples to you but here are just a few.

**If you sell Home Security Systems:**

*"What other avenues do you have to find the funding to protect your home and family from intruders breaking in?"*

**If you sell Health Coaching or Supplements:**

*“What other avenues do you have to find the funding to be able to lose this 90 pounds so like you mentioned you can be able watch your grandkids grow up? (If that’s what they said they wanted.)”*

**If you sell rental or commercial properties:**

*“What other avenues do you have to find the funding to purchase this rental property so you can get a greater return on your money?”*

**For Real Estate:**

*“What other avenues do you have to find the funding to use as a down payment so you can get your family into this safer neighborhood?”*

**For Lead Services or Marketing to companies:**

*“What other avenues do you have to find the funding to start getting a higher quality of leads so your salespeople can make more sales for you?”*

**And for Life Insurance:**

*“What other avenues do you have to find the funds so that your family can be financially protected when you do pass away?”*

**For Cyber Security to business/banks:**

*“What other avenues do you have to find the funds so you’re able to protect your customers from the fraud and identity theft?”*

**Now I’m going to give you an industry specific example so you can see how the structure works for what you sell. Just plug in your product or service here.**

In this example, the salesperson is selling **e-Commerce training**.

*“Tell me ... if you did have the funds, is this something that would work for you?”* (They will always say yes.)

*“Why though?”*

(Take note of the tonality I use with this question. It’s like you’re a Hollywood actor - George Clooney.)

Or if they say, *“I do BUT I just don’t have the money...”*

You say, ***“Money aside why do you feel it would work for you though?”***

*“Okay, so I can appreciate that money might be an issue for you. How do you think you can resolve that? Where you can find funding so you can start making profits in your stores?”*

(Let them come up with ways.)

If they cannot figure it out:

*“What other avenues do you have to find funding to start a business so you can make more money?”*

If they still can’t come up with ways:

*“Have you ever considered putting it on a credit card and just paying it off when we start making profits after we set everything up with you?”*

OR...

*“Can I make a suggestion?”*

*“What I can do is show you the avenues that our other clients use to get the funding if they don’t have it themselves, you will have to see if you have those options if you’re wanting to (repeat back what they said they wanted) start your own business where you can make more money.”*

After you go through the ways they find the funds, you simply ask...

***What of those avenues do you have?***

Here is the complete generic version. Once again, plug in what you sell to this structure:

*“Tell me, if you did have the funding/budget/money, is this something that would work for you?”*

*“Why do you feel it would though?”*

*“I can appreciate that money might be an issue from what you told me. Tell me, how do you think you can resolve that so you can ... ?”*  
(Repeat back what they want.)

*“What other avenues do you have to find the budget/funding/money so you can ... ?”* (Repeat back what they said they wanted.)

*“Can I make a suggestion?”*

And you will simply suggest what other clients of yours do to find the funds to solve the problem.

## **Objection #4: I need to think it over.**

How do you disarm the prospect where they won't push back, where they will open up to you and tell you what their real concern is.

**What do most reps say when they get this concern at the end? Most reps say something like this or they have different versions of this.**

**PROSPECT:** *We really like this but we need to think it over.*

**SALESPERSON:** *I'm confused you said, (and then repeat back what they said they wanted, and then say) what do you want to think about, or what do you need to think over?*

Now all that is a logical based trap to get the prospect to admit that they said they wanted to change their situation, but do people buy on logic or emotion?

Emotion, of course, so you will win over a few but you are losing a ton that you could be making if you knew how to use human behavior to your advantage and really theirs as well.

Realize when your prospect says “**I want to think it over**” most of the time this is because you have not asked the right questions at the right time in that sales conversation to help them see clearly what their problems are, the root cause of the problem, and how it will affect them if they don't do anything.

Remember when a prospect says I want to think it over, that is NOT the objection. Do you really think they go back and start thinking about it several hours a day?

NO, they have a real concern but they are just not wanting to tell you what that is, so they just say I want to think it over. It's a knee jerk response.

**Remember though that you can't tell them that.** You have to ask the right questions that allow them to tell themselves that, and when they tell themselves why they need to change their situation, they persuade themselves, and it creates massive urgency for them to want to purchase now, not weeks or months down the road.

Now on the flip side, when they feel that the problem is not that bad because you couldn't help them see that, **because your questioning was off it causes them to feel that the problem they have might not be that bad after all, or maybe they feel you cannot get them the results they want.**

There has to be a gap in their mind of where they are now or *the current situation*, **the current state** compared to where they want to be, we call that the **objective state**.

And what's holding them back from getting what they want? All these problems that your questions have helped them find.

The larger the gap, the more urgency there is for them to buy now, not later.

**That gap can only be created in their mind by the questions you ask them.**

Here is an example of how to resolve this concern. This is a generic example not industry specific.

**PROSPECT:** *This sounds good, but let me think it over.*

**SALESPERSON:** *That's not a problem. What's your timeframe on getting back to me in the next day or two just to see if I would be available for you?*



Now why on earth would I not try to overcome that objection right here?  
Why would I try to set up a 2nd call?

**Because it takes the sales pressure right out of the conversation, it disarms** the prospect and causes them to let their guard down.

It also positions you as busy with other clients, you don't need the sale. You're detached. *It disarms them and that's where they become more open...*

**PROSPECT:** *I guess I could call you in a few days.*

\*\*\*You need a scheduled time. No waffling.\*\*\*

**SALESPERSON:** *Well possibly, I'm not sure I'd be available randomly like that. What I can do if you have your calendar handy, I can pull up mine and have you book a specific time with me, that way you don't have to chase me down and vice versa, would that be appropriate?*

(This is called a calendar commitment, works everytime and shows that you are not desperate, you are busy, you have tons of clients you are helping solve problems.)

Now after you book the appointment, you ask this.

**SALESPERSON:** *Now before I go, what were you wanting to go over in your mind (a better way of saying, "What do you want to think about?"), just so I know what questions you might have when we talk tomorrow?*

**Now this is the key at this point, they are going to tell you what their real concern is.**

*They might say, “Well I’m just concerned about, or I’m just not understanding this part, or I’m not sure if I can get the money for this.”*

**Now would you rather know what their real concern is now when you are on zoom with them, in person or on the phone, rather than not knowing and hoping and praying they show up to the next appointment?**

**And then you will be able to clarify their concern, ask a diffusing question, and then discuss it like two people who are trying to work out a solution together and most of the time close the sale on that call.**

## **Objection #5: Send me some references**

If they they ask you this 99% of the time it’s because they have a concern. **They don’t trust that you can get them the results they said they wanted, because you don’t know the right questions to ask that creates that certainty in their mind where they view you as the expert, as the trusted authority,** and that’s exactly why they ask you for references!

Now that being said, references from satisfied customers can be a great tool to help a prospect move forward with your solution.

However, it can also be just a way for the **prospect to get rid of you, the salesperson.**

You have to ask **qualifying questions** to really find out if this potential customer is serious about changing their situation, they have a concern or they are just wasting your time.

Here are some examples of questions to ask if they ask the “send me some references” question.

**PROSPECT:** *Can you send me some references from other clients you have?*

**SALESPERSON:** *That's not a problem, I'm curious what would you like to ask them when you call? (This helps you find out if they have a concern.)*

OR

**SALESPERSON:** *Yeah that's not a problem, just so I can send the right people to you, what specifically would you like to discuss with them?*

**PROSPECT:** *Well I want to find out from them ...*

**SALESPERSON:** *That makes sense, when do you plan on calling them so I can let them know to see if they are available for you?*

**PROSPECT:** *Well, I would probably just call them tomorrow afternoon if that works.*

**SALESPERSON:** *I can reach out to them to see if that works for them. Now, let's pretend for a moment that the clients you talk to say good things about how we were able to solve the same type of problems your company is having, where do you think we should go from there?*

**WARNING:** If you simply agree to send a prospect reference without a commitment to know what the next step is after they talk to them, then you will most likely never hear from that prospect again.

## **Objection #6: I'm so busy can you just send me a quote?**

Here is another example: **If they ask this towards the beginning of your call**, before you have even found out what their problems are, no real discovery, they just ask you ***“Can you just send me a quote? I don't have time to talk!”***

**PROSPECT:** *Can you send me a quote?*

**SALESPERSON:** *Yes, that's not a problem. What is it that you are hoping to see from the quote?*

**PROSPECT:** *Well I'm just trying to see if we have the budget for your program/XYZ product/service.*

**SALESPERSON:** *Okay, I understand. **It might make sense before I send a quote if I understood a little bit more about who you're using for XYZ/situation just to see if I could even help you in the first place, because maybe you don't even need us... for example, what type of ...*** (You would start off by asking a few situation questions to find out their present situation.)

Now, after you have taken them through the engagement stage towards the end of the conversation, you will bring up the question they asked about sending them a quote like this:

**SALESPERSON:** *I will get to work on putting together a quote for you if you'd like. **Now let's assume for a minute we get you the quote and we were able to meet your needs to solve the problem that you mentioned to me. What do you see as the next step?***

**WARNING:** If the prospect cannot give you any answers about his or her needs then this is probably a prospect that is either fishing for information, and or doesn't have any funding/budget/money for your solution and is

just a waste of your valuable selling time.

How many of you have lost sales with this objection, because you don't know how to overcome it, you email them a quote or proposal and NEVER hear back from them? You follow up with them and they just GHOST you?!?

That is a triggered objection by what you are saying in the beginning of the call that is causing sales resistance and they just throw that objection at you!

Now once you learn NEPQ™ in our virtual training courses you can reduce that concern by 70% probably and if it does happen we teach you exactly what to say and ask that helps them resolve that in their mind!

## **Objection #7: Can you send me some information?**

If they ask this towards the beginning of a call - *“Can you send me some information?”*

*Oh, okay great! Yes, I'm gonna email you some information.* You get excited. *Yay, I'm gonna make \$3k commission on this!*

Then you email them, you get excited, but you don't hear back from them, you call and email them again and they NEVER get back to you...

**PROSPECT:** *Can you send some information to my email?*

**SALESPERSON:** *That's not a problem, just so I can put together the best information for you, what exactly are you looking for?*

**PROSPECT:** *Well I'm looking to see how your XYZ product could...*

**SALESPERSON:** *Okay and who/what do you use now for your ... ?*

(Now, you simply start going through the engagement stage with your **first situation question**. It's a very natural way to go from just sending some information to helping the prospect **uncover their problems** and to start to engage with you.)

Now, after you have taken them through the engagement stage towards the end of the conversation you will bring up the question they asked about sending them more information like this:

**SALESPERSON:** *Okay, good first call that helps us better understand what's going on, what I can do if you'd like is send you more information about how we could solve those challenges you had mentioned. Now, **let's suppose you and the firm go through the information and it fits into what you are looking for. What would you want the next step to be?***

**WARNING:** **Never, never, never** send out information for a prospect without first finding out if this is a serious person wanting to change their situation. Otherwise, you are just wasting valuable selling time.

## **Objection #8: I'm just so busy, can you just call me back?**

*Oh yes, when can I call you back? 9 PM on Saturday night? Okay I'll call you then.*

You call and they don't answer. You leave a voicemail and text and they **NEVER** respond!

Oh no, I thought they were so interested!

**PROSPECT:** *Can you call me back? I'm too busy right now.*

**SALESPERSON:** *That's not a problem. What I can do if it helps you is **give you my number and you'll have to call me back later today to see if I would be available. Would that help?***

***My number is 573-578-9872. What's your timeframe on getting back to me today just to see if I would even be available for you?***

**Asking them what their time frame just to see if I would be available for you** is a very powerful question that helps position you as a trusted authority in the market.

It makes it appear that you are **busy with other clients**, that you are not needy. You don't need them. In fact, you're doing them a favor by calling back as they have problems and your solution will solve those for them.

They will start to view you more as an expert **whose time is valuable**, rather than just another salesperson trying to sell them something.

**PROSPECT:** *I can get back to you sometime later in the week probably.*

**SALESPERSON:** *Well possibly, it might be harder to randomly get a hold of me, with my schedule, what I can do though if you have your calendar handy, I could pull out mine so you can **book a specific time** with me, that way you don't have to chase me down and vice versa ... would that be appropriate?*

This also positions you as a trusted authority whose time is valuable, rather than just another salesperson who they can shrug off at any time.

Now, if they don't call back at the scheduled time, you wait two minutes, so it doesn't look like you were waiting by the phone, and you call them.

*“Hey John! It’s just Jeremy getting back to you. I’m just a little bit behind schedule....”*

See how that works?

## **Objection #9: Can you send me a proposal?**

***Never give a prospect a proposal without understanding what their problems are, and if they have the budget/funding/money to solve the problem.***

You should live by this! There are **no exceptions to this rule**. Even if you have a prospect that says *“Can you just send me over a proposal with your pricing in it?”*

You must never fall prey to this with a prospect. If a potential customer asked for a proposal upfront before you have discovered what their situation is, you simply will say this:

*“I’d be open to putting together a proposal for you, but to be frank, I’m not quite sure I could even help you yet. Would it make sense to ask a few questions about your situation so we can put something together for you that might be useful? Would that help you?”*





## **Objection #10: I need to talk to my spouse or partner.**

**Realize when a prospect says “I need to talk to my spouse” it’s for one of two reasons.**

The first reason is **you haven’t pulled out enough emotion from your questions to help them see the problems clearly** in their mind that they have and for them to feel urgency to solve those to get where they are wanting to go.

**So because of that they are trying to get rid of you. They don’t feel what you are saying will get them the results they want.**

This is all on us as the salesperson because of our lack of questioning skills. That can be fixed once you start implementing NEPQ™ and really start to clarify and probe off their answers.

So the “I need to talk to my spouse” is not really a concern, they have a real concern behind that, and you need to find out what their real concern actually is.

**The second reason is that it’s just logistical.** The spouse is interested but they just discuss things when they make major purchases.

Based on how the call went from their tonality, body language, and the answers to your questions will tell you which of these they fall into.

**Now, no matter which one they fall into, your original reaction can be very similar. You simply first want to acknowledge what they said and then set up a time the next day ideally or a day after to talk again to either them or ideally both of them.** This helps disarm them where if they are in the first category and they have a real concern so they are just saying this objection you can help them overcome it on the actual call or

meeting.

**Here is how it might look. I will show you how it will look in a few various industries and then give you a generic example so you can plug in your industry.**

**Once again this works for any product, service, or industry, it doesn't matter what you sell.**

I will give you the generic version here and then give you some different examples of how it would look in various industries.

**PROSPECT:** *This sounds good. I just need to talk to my spouse as we make these type of decisions together as a family.*

**SALESPERSON:** *That's not a problem. How does your wife/husband feel about you \_\_\_\_\_? (Repeat back what they said they wanted.)*

**PROSPECT:** *I think they would like me to do this, but I need to ask them first.*

**SALESPERSON:** *Well what will you do if you go to them and they don't want you to \_\_\_\_\_? (Repeat back the benefit of what you are offering, and what they said they wanted.)*

**PROSPECT:** *I understand I just am not sure what they will say about this.*

**SALESPERSON:** *How will you \_\_\_\_\_? (Repeat back what they said they wanted) if they don't let you get the funds so you can XYZ (repeat back the end result they wanted) then?*

**PROSPECT:** *Gosh I really do need to do something about this.*

**SALESPERSON:** *Why now though, why not do this later when the situation has gotten even worse?*

Now if you still cannot get them to overcome this, you simply say...

**SALESPERSON:** *I understand. What's your timeframe on getting back with me today or tomorrow just to see if I would be available for you?*

(When you say, “just to see if I would be available for you”, it positions you as the expert who is busy, not just a salesperson who is at their beck and call because they are desperate for a sale)

**PROSPECT:** *I could call you in the next few days.*

**SALESPERSON:** *Well, I'm not sure if I would be randomly available like that with my schedule. What I can do if it helps you is if you have your calendar handy I can pull up mine so you can book a specific time with me in the next day or so, so you don't have to chase me down and vice versa, would that be appropriate?*

(Notice I say “...so you don't have to chase me down and vice versa”, this positions you once again as the expert who is busy, helping other clients solve their problems, so it's attractive to your prospects.)

Never never say you can be available late at night or on the weekends when they ask you for that, it makes you look desperate and when you look desperate you are not viewed by prospects as the authority or trusted expert, you are viewed as just another salesperson trying to sell them something. **You become commoditized.**

Here are a few industry specific examples of how this might look, once again this works for any industry, any product or service that's sold.

Most of the time **you can help them resolve this concern on this call**

and not even have to reschedule after they talk to their spouse and or business partner, it just depends on your industry and what you sell, especially your price points.

If it's a B2C type of sale where it's \$1000, that would be completely different than if it was a B2B sale selling something that is \$1 million dollars that needs to go through to the Board and Legal before getting approved.

**Amazon Coaching:**

**PROSPECT:** *I need to talk to my spouse.*

**SALESPERSON:** *That's not a problem, how does your spouse feel about you starting your own business so that you can make more money for the family?*

(Notice I am repeating back what they said they wanted which is making more money.)

**PROSPECT:** *I think they would like that.*

**SALESPERSON:** *What are you going to do though if you go to them and they don't want you to get the funding to put into the business so you can make more money though?*

**PROSPECT:** *Well, I guess I would just have to figure out what to do, not sure.*

**SALESPERSON:** *Well if you don't get the funding together how would you be able to even start your business so that you can get out of your job to have more time with your kids?*

(You are asking a consequence question here to help them realize if they don't do anything about this, they will just stay in the status quo, nothing will ever change for them. We also repeat back the second benefit they

said they wanted, which was more time with the kids.)

**PROSPECT:** *Yes I'm going to have to do something, I just need to talk to them first.*

**SALESPERSON:** *What's your timeframe on getting back to me in the next day or two just to see if I would be available for you?*

**PROSPECT:** *I could call tomorrow or the next day probably.*

**SALESPERSON:** *Well what I can do if you have your calendar handy I can pull up mine so you can book a specific time with me in the next day or so, so you don't have to chase me down and vice versa, would that be appropriate?*

Never ever let them just randomly call you back. If you do you will rarely hear back, life gets busy, so you set a specific time. No matter what, you live by this rule.

You are on the next day and start off the call: *How does your spouse feel about you starting your own business so you can make more money?*

**Life Insurance:**

**PROSPECT:** *I need to talk to my spouse.*

**SALESPERSON:** *That's not a problem. How does your spouse feel about having stronger financial protection to pay for the house and other expenses when something happens to you? (Notice how I am repeating back what they said they wanted.)*

(Let them answer.)

**SALESPERSON:** *Well what will you do if you go to them and they don't want you to put the extra funds into the policy and you don't have that protection for them and then something happens to you?*

**PROSPECT:** *Gosh I will have to just figure it out.*

**SALESPERSON:** *I understand. What will she have to do though if you did pass away, God forbid, 15 years early and then she gets stuck with having to pay the mortgage and all the other bills but she doesn't have the money to even do that?*

**PROSPECT:** *I don't know. I just hope that doesn't happen.*

**SALESPERSON:** *Are you willing to settle for that and take that risk?*

**PROSPECT:** *No, I really need to do something about this now.*

**SALESPERSON:** *Why now though? (If you feel like they still need to talk to the spouse or they keep saying they need to, then just follow the same format and set up the next appointment.)*

(Let them answer.)

**Well what do you think you should do then?**

If they still come back and say they need to talk to spouse, you then go to plan B and set the appointment like I showed you:

**SALESPERSON:** *Okay, what's your timeframe on getting back to me in the next day or two just to see if I would be available for you?*

**PROSPECT:** *I could call tomorrow or the next day probably.*

**SALESPERSON:** *Well what I can do if you have your calendar handy I can pull up mine so you can book a specific time with me in the next day or so, so you don't have to chase me down and vice versa, would that be*

*appropriate?*

### **Lead Services/Marketing:**

In this example, let's say you sell **lead services to companies/small business owners**. It's the same structure.

**PROSPECT:** *This sounds good, but I will have to speak to my business partner to see what they think.*

**SALESPERSON:** *Yeah that's not a problem. Tell me, how does your business partner feel about you guys getting a higher, more quality lead type so you can make more sales? (Notice how I am plugging in what they said they wanted, a higher quality lead and how I tie in the result of that better lead, which is to make more sales.)*

Remember people don't buy your product or service they buy the results that your product or service can get them!

**PROSPECT:** *Well, yeah, they would want better leads for sure, I mean who wouldn't right?*

**SALESPERSON:** *Well, what are you going to do if you go to them and they don't want to put in the extra funding to get this higher quality lead and your sales keep going down over the next 3-6 months? (Say this with a skeptical tone. If you notice, I am asking a consequence question here to get the prospect to realize what would happen if they don't do anything.)*

**PROSPECT:** *Yes we have to do something for sure otherwise we could go under.*

**SALESPERSON:** *Would it help you if we set up a call with your business partner and you to discuss how we might be able to help you solve this problem? (Especially if they have a business partner or other decision makers in a B2B environment you would want the other decision*



maker or makers on the next call.)

**PROSPECT:** *Yeah that might help actually.*

**SALESPERSON:** *Well what I can do if you have your calendar handy I can pull up mine so you can book a specific time with me in the next day or so, so you don't have to chase me down and vice versa, would that be appropriate?*

And that process is how you help your prospect overcome the “**I need to talk to my spouse/partner**” concern.

## **Objection #11: I need to check my finances.**

With this concern we first need to understand what they mean by saying “I need to check my finances.”

Does it mean they are saying they don't know if they have the funds and you need to overcome the “we don't have the money or budget objection”, or does it mean they are looking to see where they are going to get the funds, and is simply logistical?

So the first thing we have to do is ask a clarifying question around this to see what they mean by this.

**PROSPECT:** *I need to check my finances on this.*

**YOU:** *How do you mean exactly?*

**PROSPECT:** *Well I'm not sure if I should pull the funds from our 401k, or use a credit card, or I might even be able to pay half myself and then get a loan for the other half too.*

**YOU:** *Oh I see so you're figuring out where you're getting the funds*

*from? Yeah we have clients that do those options. Most of our clients just use...*

And then go over which avenue you want them to use to make the sale the soonest, and at the end of that say this - *Would that help you?*

OR

**PROSPECT:** *I need to check my finances on this.*

**YOU:** *How do you mean?*

**PROSPECT:** *Well we're not sure we have the budget for this right now.*

Now, you know that it's a money/funding/budget concern and use the How to overcome the "we don't have the money" concern that we went over earlier in the portal.

## **Objection #12: I'm going to try and do this myself.**

The issue here is what did we say and or not ask in the discovery part of the sales conversation that caused the prospect to think in their mind that they would be better off trying to figure everything your solution does on their own?

Because, as we all know, they wouldn't have a clue how to do everything your solution provides, otherwise they would have already been doing it. So if they go at it alone, what are the consequences?

Lost money, lost time, frustration, more stress. They stay in the status quo and nothing ever changes for them.

So what we need to do on our end is go over three to four things that are very technical or time consuming that they would agree in their minds they would have no idea how to do or have the time to do it.

Once they say that to themselves they realize they would never be able to solve their problems and get where they want to be without your solution.

Let me give you an example...

**PROSPECT:** *This is really good, but I think I'm just going to try and do this on my own and see how it works.*

**YOU:** *Well, I guess you could....Do you feel that you know how to XYZ, and ABC, and be able to know how to do DYZ so that you can... (repeat back what they said they wanted)*

Let me give you an industry specific example so you can see how this would look. Just tie in what you sell to this same framework.

In this example, let's say you sell consulting and training for people who want to start their own e-Commerce business. Your company teaches them how to start and scale in e-Commerce so they can make more money and have more time with their families by having their own business

**PROSPECT:** *This is good, but I think I'm just going to try and do this on my own and see what happens.*

**YOU:** *Well I guess you could try...I mean do you feel like you know how to research what the actual top selling products are that are working in the market now not in the past? Do you feel like you know how to determine if those products are able to SCALE? Do you feel like you know how to write the right ad copy to ensure your ads will actually convert? Do you feel like you know how to determine which audiences in your FB ads so you can start your lookalike audiences and then know how to scale*

*those? Do you feel like you know how to do all that so you don't lose all that money?*

**PROSPECT:** *Well not really, I guess I could try and figure it out.*

**YOU:** *So if you don't know how to do all that, how much money do you think you will lose every month trying to figure it all out without the right knowledge and skills?*

**PROSPECT:** *Gosh I'm not sure..*

**YOU:** *Well, you tell me which is more risky? Is it more risky to get the funding together put it into the training and ensure you have the right skills and know exactly what to do day 1 so you're profitable? Or is it more risky for you to do nothing at all, try to wing it, and hope and pray it works out for you? Which is more risky?*

## **Objection #13: I don't know if I have the time.**

Here we have a scenario where you are selling a product or service that requires time for the end user to go through it, maybe it's a training program, maybe it's software that they will have to install.

Depending on your industry, this objection could mean different things.

The first thing we have to do just like any concern we get is we have to clarify what the concern actually means and what's behind the concern.

In this example, let's say you sold real estate education training that teaches people how to invest in real estate.

**PROSPECT:** *I really like this but I just don't have time to go through it.*

**YOU:** *In what way? Or... how do you mean exactly?*

**PROSPECT:** *I am just so busy with my job right now and we just had a new baby a few months ago, I just wouldn't know when I would have time.*

**YOU:** *How much time do you feel you would need to put into it to start buying and flipping homes? (repeat back what they said they wanted)*

**PROSPECT:** *Well I guess I thought I would need at least 15-20 hours a week or so starting out...*

**YOU:** *Well I guess you could do that, I would say our average client is probably doing maybe an hour a day. It just depends on how many homes you want to purchase and how much money you want to make.*

*Do you feel you could put in 5-6 hours a week so you can learn the right skills to become a full time investor and get out of your job so you can make more money? (repeat back what they want)*

**PROSPECT:** *Yeah, that's not bad at all.*

Sometimes by just asking a simple clarifying question, you find out that their version of “*I don't have time for this*” is much different than the time they need to put in. Prospects don't know what they don't know.

Now, let's say, in the same example when you ask if they could put in XYZ time, they come back and say this;

**PROSPECT:** *Yeah I am so busy with my kids at soccer and my job I don't think I could even do that.*

**YOU:** *So without dedicating the time to learn the right skills to make more money in your real estate business how would you ever be able to leave your job so you have more time with your kids? (Repeat back the end result they said they wanted. In this example, it is so she could leave her job to have more time with her kids.)*

The “*How are you going to...*” question gets them to see in their mind that they will never be able to have what they want unless they change their situation.

**PROSPECT:** *Yeah I'm not sure what I should do here.*

**YOU:** *Well you tell me which is more risky for you? Getting the funds together to get into the training and dedicating the time to learn so you can have the skills to walk away from your job in 6 months? Or is it more risky to do nothing at all, the problem stays the same, nothing ever changes and you end up missing out on your kids lives like you said because you are at work all the time? Which is more risky?*

## **Objection #14: I need to pray about it.**

The first thing we have to do just like any concern we get is we have to clarify what the concern actually means and what's behind the concern.

**PROSPECT:** *This is a big decision for us, and we really need to pray about it.*

**YOU:** *Yeah, that's not a problem (helps disarm the prospect). Now when you say pray about it, what specific parts of what we went over would you be praying about?*

Now this is important as when they tell you what "parts" or aspects of your solution they need to pray about that tells you what their real concern actually is and then you can address the concern, help them overcome it, and then close them.

**PROSPECT:** *I feel we just need to pray about this because it's a lot of money and we're just not sure we have the budget for it.*

See, now we know what the real concern is and we can help them resolve that. See the "we don't have the money" objection training we went over earlier.

Then after you help them overcome the money concern you simply ask...

**YOU:** *How do you feel God would feel about you... (repeat back what they said they wanted)*

(Industry example: Let's say you sell life insurance and the couple says they need to pray about it.)

**YOU:** *How do you feel God will feel about you having the financial protection in place for your wife and kids for when you do pass away and they are completely taken care of without any stress or worries like most people go through who DO NOT have the right insurance in place?*

You won't find anyone who says *"Nope, I don't think he would want me to protect my spouse and children financially..."* if you were selling life insurance as an example.

## **Objection #15: I need to take to this to the board and see what they have to say.**

If you sell B2B and are selling to enterprise level companies this is a pretty normal process. You might even encounter this selling to SMB as well.

However, you need to fully understand a company's decision making process and get the other board members, decision makers, and influencers of those decision makers on board with your solution.

Because if you don't, you have no control on the outcome and you will lose a ton of sales without that control.

**PROSPECT:** *This looks really good but we will need to take this to our next board meeting and present it to the board and see what they think.*

**YOU:** *That's not a problem. How does the board feel about you guys being able to solve this problem (repeat back the specific problem) so that you can (repeat back what they said they wanted)?*

**PROSPECT:** *Oh I think they would want us to be able to do that for sure, but I still have to check.*

**YOU:** *So what happens if you go to the board and they don't want you to put the funding in, how would you ever be able to... (repeat back what they said they wanted)?*

**PROSPECT:** *Well it would be much harder for sure.*



**YOU:** *Would it help if we had you introduce us to the board and we go over some of the issues you mentioned your company was having and how we could possibly help you solve those like we do with our other clients, would that help you?*

**PROSPECT:** *Yeah that might make more sense...*

## **Objection #16: This is just too expensive for us right now.**

This objection is very similar to the “we don’t have the money/budget” objection.

The difference is we need to clarify what they mean by “it’s too expensive” compared to what.

**PROSPECT:** *This is just too expensive for our company.*

**YOU:** *How do you mean by it’s too expensive?*

**PROSPECT:** *Well, another company I am looking at is 10% cheaper for the same product.*

Do you see how that works? The salesperson now knows what the prospect means when they say it’s too expensive.

**YOU:** *When you say the same product, what do you mean?*

**PROSPECT:** *Well it’s very similar to what you guys have.*

**YOU:** *Are you familiar with the major difference between our XYZ product compared to the ABC product you’re referring too?*

**PROSPECT:** *Not really.*

**YOU:** *Well it just depends on what you are looking for. Is the most important thing to you cost or how does that compare to you actually getting results and being able to solve this problem though?*

**PROSPECT:** *We want results for sure we just were wondering about the difference.*

**YOU:** *Well you tell me, which is more risky? Is it more risky to get the 10% extra funds together to solve the problem permanently and get you where you guys want to be? Or is it more risky to go the cheap route, the problem might not get solved, you guys stay in the status quo and the situation gets even worse? Which is more risky?*

## **Objection #17: I already have a coach/mentor!**

This objection would really only come up if you sold some type of coaching/training offer or if you sold some type of consulting.

First of all, let's get behind what this objection actually means.

**PROSPECT:** *I'm already going through a coaching program with a mentor now, so I should just finish this and then get back to you.*

**YOU:** *Well I guess you could. And how long have you been going through that program?*

**PROSPECT:** *About 4 months now.*

**YOU:** *What type of results are you getting from it?*

**PROSPECT:** *Well it's a decent program, I just need to finish it before starting something else.*

**YOU:** *You mentioned it was decent, what do you mean by that?*

**PROSPECT:** *Well it's a good program for what I paid for it.*

**YOU:** *Well what specific results have you gotten from it?*

**PROSPECT:** *No results yet but still going through it.*

**YOU:** *So help me understand, if you have been going through it for four plus months and still gotten no results, how are you going to...(repeat back what they said they wanted) if you just keep doing the same things?*

**PROSPECT:** *I'm not sure I guess I haven't thought about it*

**YOU:** *Well do you want to keep going through programs for months where you don't get any results? Or would you rather change your situation and start getting results now like our clients are?*

## **Objection #18: I'll get back to you or we will get back to you.**

This is a common objection you can get very early in a sales conversation or at the end of sales call.

First of all, we need to make sure that we do NOT come across as desperate and just agree to let them get back to us, or say something like "Can I call you later today?" and then you just randomly call them later.

Doing this lowers your status with a prospect as they start to view you as just another salesperson trying to sell them something. And most of the time when you do call back they will not answer and not return your calls or have another excuse on why you need to call back later.

In this example, let's say you called an outbound lead, and they say within the first 30 seconds...

**PROSPECT:** *I don't have time to talk, can I just get back to you later?*

**YOU:** *Possibly, I would have to look at my schedule to see if I could be available for you.*

*What I can do if you have your calendar handy I can pull up mine that way you can book a specific time with me. That way you don't have to chase me down and vice versa, would that help you?*

Then you book a specific time later that day or the next. If you book a time a week away the likelihood the prospect will remember and show up is very low.

Now, why would I just not agree to let them randomly get back to me? Because more than likely they won't. It's a fight or flight response they gave when you called them. So at this point they are just trying to get rid of you.

Realize when we come into any sales call or sales conversation no matter what we sell, we must first establish what's called a status frame. Meaning when we enter that call, we must get the prospect to at least view us at the same level as them as far as our status.

By the middle to end of that call/conversation, we must get them to view us as having a higher status in that subject we are communicating.

That triggers them to view us as the Expert or the Trusted Authority that can get them the results they are looking for, rather than viewing us as just another salesperson trying to sell them something.

So when they say they will just get back to us later at the beginning of a call or even if they say, "*Can you call me back later?*", the way we

establish the right status frame is by simply acting detached from the outcome.

When we say *“Well possibly, I would have to look at my calendar to see if I would even be available for you.”* It starts to trigger in their mind that you are busy, you don’t need them, you have tons of clients. Therefore, you might have something important to them.

Especially when we say... *“What I can do if you have your calendar handy, I can pull up mine and have you book a specific time with me that way you don’t have to chase me down and vice versa, would that help you?”*

That establishes a status frame where they start to view you much differently. All of a sudden you are suggesting they can book a specific time that way they don’t have to chase you down.

It gets them to think you must be very successful if others are having to chase you down just to get on a call about what you offer. So it must be something important to them.

Now let’s say they give you this objection at the end of a sales call. If you sold B2C and did a one call close it would be different than if you sold, let’s say, B2B and were trying to set up, let’s say, a second call for a demo or proposal or whatever your next step is in your sales process.

Let’s say you sold B2C in this example:

**PROSPECT:** *We really like this, what you offered, give us some time and we will get back to you with an answer.*

**YOU:** *That’s not a problem. What’s your timeframe on getting back to me later today or tomorrow to see if I would be available for you?*

**PROSPECT:** *Not sure we just need some time to think it over.* (Now you are starting to get closer to what their actual objection is, but not quite

yet.)

**YOU:** *Well what I can do is if you have your calendar handy I can pull out mine and have you book a specific time with me, that way you don't have to chase me down and vice versa, would that help you?*

At this point, you still do not know what their real concern is. When a prospect says, give us some time and we will get back to you, or I need some time to think about it, that is not an objection. The objection is behind that response they are giving you.

If you don't find out what the objection is, the likelihood of them getting back to you is slim to none.

So you would treat this exactly like you would a ***"I want to think it over"*** objection, which as you already know is not really an objection at all.

So after you have booked a specific time with them for the next call, you simply ask this question:

**YOU:** *Now before I go, what were you wanting to go over in your mind (a better way of saying; "what do you want to think about"), just so I know what questions you might have when we talk tomorrow?*

Now this is the key at this point, they are going to tell you what their real concern is.

**They might say, "Well I'm just concerned about..." or, "I'm just not understanding this part..." or, "I'm not sure if I can get the money for this..."**

**Now would you rather know what their real concern is now when you are on zoom with them, in person, or on the phone rather than just knowing and hoping and praying they show up to the next appointment.**

**And then you will be able to clarify their concern, ask a diffusing question and then discuss it like two people who are trying to work out a solution together and most of the time close the sale on that call.**

Now in this example, let's say, you sell B2B and you are trying to set up a second call to do a demo of your product that you sell and you get the same *"Let us get back to you."*

**YOU:** *Good first call, that really gives us a better understanding of your company's situation.*

*Really the next step would be, if it's appropriate, is we would schedule a demo with your team to go over how the XYZ product would actually solve the problems (repeat back the specific problems they brought up from your questions) and get you guys to where you want to go. Would that help you?*

**PROSPECT:** *Well I'm not quite sure we would have the time right now, why don't we just get back to you later?*

**YOU:** *Yeah, that's not a problem (simple way to take out any sales pressure). What's holding you back from exploring this further so you can... (repeat back what they said they wanted)?*

**PROSPECT:** *Well we are not sure about...(and here is where the real concern comes out)*

Now depending on what their concern is, depends on how you address it at this point. You then clarify it, discuss it like two friends working together for a solution and then you diffuse it, then book them for the second call demo.

## **Objection #19: I'm happy with my current vendor/company.**

Let's say, early into a sales call your prospect says upfront, that they are happy with who they are already using.

Just so you are aware this is a common knee jerk reaction from a prospect to a salesperson so they can try to get rid of you.

The first thing we have to do is disarm them, and get them curious enough to want to engage, and open up to us.

**PROSPECT:** (early in the call) *Thanks for the call but we are pretty happy with our current vendor/company.*

**YOU:** *That's not a problem. And just so you're aware, I'm not quite sure we could even help you yet. We would have to understand a bit more about what you are using for XYZ, to see if we could even help you in the first place, because maybe you're better off staying with who you already have.*

*For example, I should probably ask first who do you use for... (and then you will ask your first situation question, to find out what their current situation looks like therefore starting a two way conversation)?*

So you start off by disarming the prospect by agreeing you might not be able to help them which removes any sales resistance from the prospect and causes them to be far more open in having a real conversation with you instead of trying to get rid of you!



## **Objection #20: I don't know what I need to improve.**

This objection you might get if you sold B2B or some B2C sales such as high ticket sales, etc.

Let's say you ask them a problem awareness question around what they are looking to change or improve about what they currently have and they seem unsure.

**PROSPECT:** *I don't know what I need to improve.*

**YOU:** *Well if you really thought about it, what do you feel it would be?*

This simple question forces their brain to think deeper about the question you just asked. Notice how I asked *"What do you FEEL it would be?"* rather than, *"What do you THINK it would be?"*

Now why would I make that shift? Because FEEL brings out the person's emotions. If I asked THINK, that just gets them thinking logically.

And as we already know from behavioral science, human beings make buying decisions emotionally 100% of the time.

## **Objection #21: I don't know if it will work for what we do/for our industry.**

Depending on what you sell, you might get this type of objection.

Once again, the first thing we want to do is clarify what they actually mean so we understand the real concern.

**PROSPECT:** *I'm not sure this would actually work for us.*

**YOU:** *In what way? or How do you mean? or What wouldn't work specifically?*

**PROSPECT:** *Well we're not sure if it will be able to XYZ...*

**YOU:** *Why do you feel it wouldn't be able too, just so we understand?*

**PROSPECT:** (let them respond on why they feel it wouldn't)

**YOU:** *If there was a way it could (repeat back what they said it wouldn't do) would you be open to looking at that, if we walked you through it?*

For example, let's say you sold medical device equipment and the doctor said they were unsure the knee replacement would work as good as what they were already using.

**PROSPECT:** *I'm not sure this model would work as good as the ABC model we have been using.*

**YOU:** *In what way? or Why do you feel, it wouldn't work for your patients?*

**PROSPECT:** *Well we like the model because of...*

**YOU:** *If there was a way that this XYZ model could do all of that but also be able to cut your operative time by 50% so you could see more patients would you be open to exploring that further with us?*

## **Objection #22: There is no budget allocation left for this year, maybe next year, call back then.**

First of all, we have to understand, is this the real concern or are they just saying this to you at the end of a sales call or your sales process to try and get rid of you?

This is more of a B2B concern you might get from a C-level executive or other decision-makers in the company you have been speaking to.

**PROSPECT:** *We really like this but our budget allocation has already been used for the year. We have the new budget coming out in another 5 months and let's talk then.*

Now, we ALL know that there's a 99% chance that you will NOT hear from this prospect in 5 months after they have a new budget. So many things can change in that company even the very same decision-makers you just talked to might no longer even be working there or moved to other departments.

Besides, it's not like the money is not there, it's not that the money DOES NOT exist. It's just the priority of where that money is now being spent that is important for you to understand.

If you have taken them through the NEPQ™ sales process and done your job correctly they should view that it is far LESS risky for them to get the funds together, pay for your product/service, solve their problems, and get the results they want, rather than doing NOTHING at all, staying in the status quo, nothing ever changes and the problems stay the same.

Which is more risky?

This should be handled very similarly to how you would handle any money objection but with a bit of a few tweaks.

Here is the generic formula:

**NEW MODEL SALESPERSON:** *That's not a problem...Tell me, if you did have the money/funding, would this be something that would work for you?*

If you have asked the right questions in the conversation they will always say "Yes". Did you notice how I paused there?

**PROSPECT:** *Yeah, for sure.*

**NEW MODEL SALESPERSON:** *Why do you feel it would though?*

(Did you see the skepticism?)

**PROSPECT:** *Well, we like ... but we just don't have the money for it.*

**NEW MODEL SALESPERSON:** *I can appreciate that money might be an issue for you. How do you think you can resolve that where you can find the money so that you can ... (Here you just plug in what they said they wanted.)*

**You are tying in them getting the funding/money with having what they said they wanted.**

**If they don't get the funding/money then they can't have what they said they want.**

Now, if they cannot come up with ways on how they can get the money, you can ask them this question:

*"What other avenues do you have to find the funding so that you can ..."*

Once again, you are just filling in the second thing they said they wanted. Here is an industry-specific example:

In this example, the salesperson is selling **leads to SMB companies looking for a higher quality lead or more lead volume for their salespeople.**

*"Tell me ... if you did have the funds, is this something that would*

*work for you?" (They will always say "Yes!")*

*"Why though?"*

(Notice the tone here, it's like you're a Hollywood actor - George Clooney)

**Or if they say, "I do *BUT* I just don't have the money..."**

**You, the salesperson, will say, "Money aside why do you feel it would though?"**

*"Okay, so I can appreciate that money might be an issue for you. How do you think you can resolve that where you can find funding so you can get these **higher quality leads to your sales team?**"*

(Let them come up with ways.)

If they cannot figure it out:

*"What other avenues do you have to find funding to get the leads to start really scaling the company?"*

If they still can't come up with ways:

*"So how will you keep your salespeople happy so they don't leave and get up to XYZ in revenue this year without having the higher quality leads?"*

*"So you tell me is it more risky to get the funding from another department, put it into the higher quality leads so your team makes more sales now and hits their revenue quota? Or is it more risky to do nothing at all, the next five months sales keep going down, and you don't reach your quota you have for the second straight year like you mentioned? Which is more risky?"*

If they still say they can't find the funds, you can offer suggestions on

what other clients do to get the funds if they didn't have them.

*"Can I make a suggestion?"*

*"What I can do is show you the avenues that our other clients use to get the funding if they don't have it themselves, and you will have to see if you have those options if you're wanting to (repeat back what they said they wanted) get these higher quality leads so you guys hit 50 Million in revenue this year..."*

After you go through the ways they find the funds, you simply ask - **"What of those avenues do you have?"**

## **Objection #23: I'm already speaking with another company.**

This objection will likely occur at the beginning of a cold call or could happen on an outbound lead at the beginning of that conversation.

The main thing we have to understand is we first have to disarm that prospect which triggers them to want to keep engaging rather than trying to get rid of us.

**PROSPECT:** *We are already speaking with another company.*

**YOU:** *Not a problem, that's pretty normal, and just so you're aware I'm not sure we could even help you yet, we would have to understand more about what you're doing in XYZ area to see if we could even help you in the first place.*

*If we can, we can continue the conversation, but if we can't, we can just hang up the phone or even recommend you to someone else who might be able to help you better. Are you with me?*

**PROSPECT:** *Yeah all good.*

**YOU:** *Could you walk me through what you guys are doing now with...*

(Ask your first situation question.)

The point is, once you get them to lower their guard by disarming them by simply saying, *"I'm not quite sure we could even help you."*

## **Objection #24: You're more expensive than our current vendor.**

First, we need to clarify what they actually mean by this statement.

**PROSPECT:** *Our CEO said that you guys are more expensive than the company we already use though.*

**YOU:** *In what way?*

**PROSPECT:** *Well we are paying \$5k a month for them right now but you quoted \$5900 a month.*

**YOU:** *Is cost the most important thing to your CEO, or actually getting results and solving the problem though?*

**PROSPECT:** *Well, for sure we want to get the results but we noticed yours is more than who we already use.*

**YOU:** *Yeah it just depends on what type of results you guys want. Do you want the same results you're getting now which you mentioned was causing you to (repeat back the consequences of the problem they have that they mentioned) or do you want to actually solve that so you can (repeat back what they said they wanted)?*

For example, let's say you sell medical device knee replacements ...

**YOU:** *Yeah it just depends on what type of results you guys want. Do you want the same results you're getting now which you mentioned was causing you to overspend on operative time having to see the patient over and over again post surgery? Or do you want to actually solve that so you can eliminate all the follow ups and free up all that time to perform more surgeries?*

## **Objection #25: I'll get back to you on this.**

Let's say after your presentation, you go in for the close, which we would call asking commitment questions to get your prospect to commit and take the next step to purchase your solution to solve their problems, but then they say, *"This looks good, I'll get back to you on this."*

First of all, if you accept this at face value and believe they will just call you back you are going to lose a ton of sales. 99% of people who say this will never call you back, it's just a smokescreen objection to try and get rid of you.

Something you said or didn't ask them triggered them to have uncertainty in what you are offering them, that either it won't work for them, or they don't need it. There is no GAP from where they are now, compared to where they want to be!

The first thing we want to do is disarm them so we learn what the real objection is.

**PROSPECT:** *Thanks for the presentation, we are going to look over this and will get back to you.*

**YOU:** *That's not a problem. What's your timeframe for getting back to me*



*in the next few days to see if I would be available for you?*

Now let's dissect what I just did here. When I say, *"That's not a problem"*, in a sense I'm agreeing with them that they can get back to me, which helps reduce sales pressure. As we know if they start to feel pressured many prospects close down emotionally and will never open up to you about what their real concern is.

Now, also, when I asked, *"What's your timeframe on getting back to me in the next few days?"*

I am narrowing down the decision here to the next few days. If we just let it be, it could be weeks out, and by that point, the deal is for sure dead.

Now the last part here when I say, *"To see if I would be available for you ..."* This is what we call a "NEPQ™ status frame" which causes them to view you differently. This guy/gal is busy with other clients, you don't need their business, you already have tons of clients. You are here to help them solve their problems but there's nothing you can do for them if they stay in the status quo.

**PROSPECT:** *Well we could get to you later this week or something, I'll have to look at what I have going on.*

**YOU:** *Well possibly. I'm not sure I would randomly be available. What I can do if it helps you, is if you have your calendar handy I can pull up mine and have you book a specific time with me that way you don't have to chase me down and vice versa, would that be appropriate?*

This is called a NEPQ™ calendar commitment, which locks them in with a specific time so it's on the calendar, and positions you as the authority, the trusted expert, who is busy with other clients, notice how I said, *"that way you don't have to chase me down ..."*

Now, after you have the specific time booked with them, we then want to act like we are about to leave, or get off the call with them depending on if

you are in person, zoom, or on the phone with them.

**YOU:** *Now before I go what was it that you wanted to go over in your mind, just so I know what questions you will have when we talk on Monday?*

Notice how this is almost identical to the “*I want to think it over*” smokescreen objection and you should treat it the exact same way.

**PROSPECT:** *Well I need to go back to the board/my spouse/my CPA and see if we can get the budget for this.*

Now we know exactly what the real objection is, which is the money. And we can clarify, discuss this, and diffuse using the standard “we don’t have the money/budget” objection.

## **Objection #26: I want to make sure it’s the right time for me to focus on this.**

**PROSPECT:** *I want to make sure it’s the right time for me to really focus on this.*

**YOU:** *How do you mean?*

**PROSPECT:** *Well I’m really busy with my... (kids/studies/work whatever excuse they throw out)*

**YOU:** *How much time do you think you would need to put into this just so I understand?*

**PROSPECT:** *Well it looks like from what you went over with me, that I would have to put in at least 15-20 hours a week into this.*

**YOU:** *Well I guess you could. Most of our clients just put in around 4-5 hours a week to get those types of results we talked about. Would that help you?*

Most of the time you can resolve it simply because they thought they would need to invest more time than they even needed.

Now the way I taught you to resolve this would only be for certain industries and products and services.

Here is another way to resolve the same concern. In this example, let's say you sell "relationship or marriage coaching" which helps couples not split up and have a great marriage/relationship ...

**PROSPECT:** *I want to make sure it's the right time for me to really focus on this.*

**YOU:** *How do you mean?*

**PROSPECT:** *Well I'm really busy with my work right now.*

**YOU:** *That's not a problem. Can I make a suggestion?*

**PROSPECT:** *Sure.*

**YOU:** *How will you be able to repair your relationship with your spouse if you don't take the necessary time to learn how to dissolve conflicts and start connecting again?*

**PROSPECT:** *Well I don't know I guess I'll have to figure something out.*

**YOU:** *Are you willing to settle for that? (softly challenge them)*

**PROSPECT:** *Well I guess if I had to, I wouldn't have a choice.*

**YOU:** *Whose choice is it if you settle or not?*

**PROSPECT:** *Well I guess it would be my choice.*

**YOU:** *Well you tell me which is more risky for you and your spouse. You getting the funds and dedicating the time over the next 90 days to learn once and for all how to heal your relationship, so you feel connected once again, and your marriage thrives for you, him, and your children?*

*Or is it more risky for you to do nothing at all, stay in the status quo, the problems of fighting, lack of intimacy, and the lack of connection stay the same, nothing ever changes and you end up getting a divorce from him? Which is more risky for you and your family?*

(They will always say it's more risky if they don't do anything at this point.)

**PROSPECT:** *Yeah that's so right.*

**YOU:** *Do you want to change all of that and have the marriage you wanted when you first got married?*

**PROSPECT:** *Yes, I want that so bad.*

## **Objection #27: I just have way too many things going on, can you give me a call back later?**

Let's say you call an outbound lead who has responded to some type of ad requesting more information and you are calling back. Prospect answers and says ...

**PROSPECT:** *Hey thanks for calling but I'm wrapped up at work right now, can you call me back later?*

**YOU:** *Well possibly. What I can do is give you my number and have you call me back later today, would that help you?*

**PROSPECT:** *Sure.*

**YOU:** *Okay my number is 816-896-4498, not what's your timeframe on calling me back later today just to see if I would be available for you?*

Now, why would I not just ask the prospect when they want me to call and call back at that time? Because it makes you look desperate, attached, just another salesperson trying to sell them something. Notice how when they tell you to call back late at night or even during the day how 90% of the time they don't answer. Then you leave a voicemail, and email and they never respond back.

Do you know why? Because they were just trying to get rid of you because of something you said or didn't ask them at the beginning of that

call that triggered them to go into fight or flight mode and try to get rid of you.

**PROSPECT:** *I could call you later today at 4 probably.*

**YOU:** *I should be available then. If I don't answer, can you just text me and I'll have to see when I can get back to you? Would that work?*

Now more than likely the prospect is not going to call you back at 4. So you wait a few minutes after four, to make sure you don't look desperate, and then you call and say this;

**YOU:** *Hey Jennifer, it's just \_\_\_\_\_ I'm a bit behind schedule was just with another client, okay so it looks like you responded to an ad on Facebook about ... (then go into your first connecting question to take the focus off of you and put it on them).*

Here is another way to overcome this objection it's called a NEPQ™ calendar commitment.

**PROSPECT:** *Hey thanks for calling but I'm wrapped up at work right now, can you call me back later?*

**YOU:** *Well possibly, I would have to look. What I could do if it helps is if you have your calendar handy I can pull up mine and have you book a specific time with me later today so you don't have to chase me down and vice versa, would that be appropriate?*

Then you book a specific time with them. Notice how you have built an equal status frame with them when you say *“that way you don't have to chase me down”*. That one phrase frames you as someone who is an expert, a trusted authority who has lots of other clients. You don't need them. You're detached, calling to see if you can help them.

## **Objection #28: What's different about your company compared to others out there that do similar things to you?**

Typically, if you get this objection, or I would call it a question it's usually going to be thrown at you at the beginning of a sales call or conversation.

**PROSPECT:** *What's different about your company compared to others out there who have similar services?*

**YOU:** *Well maybe nothing... (pause 3 seconds) And just so you are aware I'm not quite sure we could even help you yet, we'd have to understand more what you have in place now as far as XYZ, compared to what you might be looking for, to see what that GAP looks like. For example, what do you currently use for ABC area?*

The first thing we have to do is DISARM the prospect so they are open to what we offer.

Now, what do most salespeople do when the prospect asks them this question?

They go off how they have the best this, the best that, and start talking about all the amazing features and benefits that they believe are better than their competitors.

But what's the major problem with this? Well, your prospects hear the same thing from your competitors and every other salesperson who has ever tried to sell them something, so you all sound the same. And because of that you get commoditized with everyone else, where they view you as just another salesperson trying to shove your solution down their throat.

## **Objection #29: Can you give me a better price,**

## **we had another quote that was cheaper.**

This could be an objection you get at the end of your presentation or proposal where they are negotiating you on price.

This is easy to diffuse with the right NEPQ™ Diffusing questions

**PROSPECT:** *Can you give us a better price on this?*

**YOU:** *How do you mean? or What's behind that question just so I understand?*

**PROSPECT:** *Well XYZ company gave us a quote that's cheaper than yours.*

**YOU:** *What quote did they give you, and for what, just so I understand? Can you go over their proposal with me in detail?*

You want to ask this last question because sometimes the prospect can just be making stuff up, or they can get a quote but it's for a service/ problem that is far different than what you are offering and you know it won't actually solve the problem.

**YOU:** *Well it just depends on what kind of results you want. Is price the most important thing to you or actually solving the problem and getting the results you want?*

**PROSPECT:** *Well we have to have results but if we could get a better price that's important too.*

**YOU:** *Can I make a suggestion?*

**PROSPECT:** *Sure go ahead.*

**YOU:** *What they quoted you is for XYZ, which does ABC. Now we could give you the same exact quote for that as well, but like I mentioned it*



*depends on the results you want.*

*(Let's say you sold windows in this example ...)*

*We could install these cheaper XYZ brand windows they quoted you, you would just end up having to replace them in the next 5-7 years once they start wearing down and your utility bills would stay about the same.*

*We could also put in a mid-range window that would last a bit longer maybe 10-12 yrs and we cut your utilities down probably by \_\_\_\_% or we could completely solve the problem and put in the ABC windows which are going to last the next 20 years and cut down your utility bill like you mentioned around \_\_\_\_%.*

*So the question is which is more risky? Is it more risky to get the extra funds to put in for the windows that are going to last the longest, increase the value of your home, and cut your utility bill probably by \_\_\_\_%?*

*Or, is it more risky to put in the cheap windows, the utilities stay about the same, the cold air keeps coming in at night in your daughter's room, and you end up replacing them again soon? Which is more risky?*

## **Objection #30: I want to compare prices with another vendor.**

Here, once again, we need to disarm the prospect instead of throwing out some rebuttal which will more than likely trigger sales resistance and hope and pray they buy from us.

Typically, you would get this objection after your presentation or proposal.

**PROSPECT:** *We have another company coming in tomorrow and want to compare prices with this vendor as well.*

**YOU:** *That's not a problem. So let's say this other company coming in tomorrow meets your criteria, including the price. How would you then decide what to do?*

**PROSPECT:** *Well at that point it would come down to... (and then they will tell you their hot button, that you will need to understand to be able to make sure you close this sale)*

This question helps you find out the key things you will need in your sales process to help this prospect move forward with your solution, especially if you know they are also meeting with your competitors. I can almost guarantee you that the other salespeople competing for this account will not ask this question and will not know the one or two things that this prospect will tell you to push this over to your advantage.

## **Objection #31: I don't need the product/service.**

Once again, the first thing we have to focus on is disarming the prospect to get them to open up and engage with us rather than trying to shut us down and get rid of us.

This type of objection would usually be towards the beginning of the conversation.

**PROSPECT:** *We don't really need this right now, we already have ...*

**YOU:** *That's not a problem. And just so you're aware, I'm not quite sure we could even help you yet, we would have to understand a bit about what you have in place for XYZ now just to see if we can help.*

*Now if we can't, we can just end the call/conversation, or we could even recommend someone else who might be able to help you more.*

*Are you with me?*

**PROSPECT:** *Okay, that makes sense.*

**YOU:** *I guess we would need to understand what you have now for ...*

## **Objection #32: I saw some negative reviews about your company online.**

First, we need to find out what they actually mean, how many did they actually see, etc. This objection can be easily diffused once you ask a few questions that help them answer it themselves.

**PROSPECT:** *We were doing some research over the weekend and saw your company has some bad reviews.*

**YOU:** *How do you mean by bad reviews?*

**PROSPECT:** *Well there were some people saying some bad things about your company.*

**YOU:** *Were these actual clients or just some negative people online?*

**PROSPECT:** *Well I think some were clients, but not quite sure if they all were.*

**YOU:** *Now when you say you saw negative reviews how many did you actually see?*

**PROSPECT:** *Well not quite sure, but there were probably 10-15 or so we saw.*

**YOU:** *So you saw around 10-15 negative reviews? So we have about 5000 clients now, so if ten clients out of 5000 said we were bad that would be about .02%, so that would be one fifth of one percent that were complaining, while our other clients 99.8% have great experiences and get results.*

*So if we have a 99.8% success rate what would that possibly mean about us getting our clients results?*

**PROSPECT:** *Well yeah it sounds like you guys do great things.*

**YOU:** *Well our clients would say that for sure, but can I make a suggestion to you?*

**PROSPECT:** *Sure thing.*

**YOU:** *Have you ever considered that no matter how great you do for clients, there will be some that will not do what they are supposed to do on their end and then who do they usually blame that on?*

**PROSPECT:** *Well yeah they blame the company, I mean we have clients like that complain so thanks for clearing that up with us.*

## **Objection #33: I can get the same thing somewhere else.**

First of all, do you know what they actually mean when a prospect says this to you? Probably not. So we need to clarify first and disarm them so they want to engage.

Most of the time this objection is usually triggered by something you said or didn't ask in the beginning of the conversation and they are just trying to get rid of you. They have gone into fight or flight mode.

**PROSPECT:** *I can get the same thing somewhere else.*

**YOU:** *Yeah, you could and just so you're aware I'm not quite sure we could even help you yet, we'd have to understand more about what you use for XYZ, just to see if we could even help you in the first place and if we can't we can just hang up the phone, or if you find that we can, possibly, we can continue the conversation if you'd like. You with me on that?*

**PROSPECT:** *Yeah sure.*

**YOU:** *Okay I should probably start off asking you about ...*

## **Objection #34: If I buy this, I could lose my job.**

This objection you would really only get if you were in some type of B2B sales environment and you are selling to C-level executives who are concerned they will lose their job if they make a wrong buying decision with your solution.

**PROSPECT:** *You know if I buy this I could lose my job.*

**YOU:** *How do you mean?*

**PROSPECT:** *Well if we get involved with you and for some reason it doesn't work out, I could get fired.*

**YOU:** *Can I ask, has something happened in the past where you purchased something and it didn't work out and your boss got upset at you?*

**PROSPECT:** *Yes about six months ago we got into a year contract with this company who does XYZ and I was the major cheerleader on that and the company didn't fulfill anything they said they could do and the company had to do a buyout of that contract and everyone blamed me.*

**You:** *Okay that makes more sense then. Tell me what specific parts of the \_\_\_\_\_ product/service/proposal we just went over do you feel might not work for you?*

**PROSPECT:** *Well we like everything but your IT guy said that ...*

(Now at this point they are going to tell you the real concern they have and you want to discuss that and diffuse that and then after you have done that come back around to the original objection and ask the next question ...)

**YOU:** *So if we are able to come in and fix \_\_\_\_\_ (repeat back their problems) so that you can \_\_\_\_\_ (repeat back the desired results the company wants) how do you see this helping you the most as far as*

*how your boss starts to view you?*

## **Objection #35: Not interested.**

This is another knee jerk reaction some prospects will give you at the beginning of a cold call for B2C or B2B, or even if you call an outbound lead.

It's comparable to you walking into a retail store to shop for clothes, and the salesperson says, "How can I help you?" and you say, "Just looking."

It's just a triggered response from what you are saying at the beginning of that conversation that causes them to go into fight or flight mode where they try to get rid of you.

**PROSPECT:** *I'm not interested.*

**YOU:** *Oh I apologize, I didn't mean to offend you and just so you know I'm not quite sure we could even help you yet, we'd have to understand more about what you use for XYZ, just to see if we could even help you in the first place and if we can't we can just end the call, or if you find that we can, possibly, we can continue the conversation if you'd like. You with me on that?*

**PROSPECT:** *Yeah sure.*

**YOU:** *Okay I should probably start off asking you about ...*

## **Objection #36: I make the decisions around here, we don't need to talk to anyone else in the company.**

This objection will come up quite a bit in B2B sales if you don't understand what questions to ask to navigate through the company's decision-making process and pull in other influencers and decision-makers.

According to a recent article in Forbes, the average company in the United States has 6.7 decision-makers and or influencers.

You must know how to get every single decision-maker or even someone who cannot make the decision but who can influence the decision-makers onboard with what you are offering, otherwise, you have no control over the outcome of the deal.

So what do you do in case a C-level executive says that you don't need to talk to anyone else and they can make the decision themselves?

Realize this is a trap and nine times out of ten they can't make the decision themselves but are either fishing for more information to take back to their bosses so they can try to negotiate with their current vendors and get a better deal or are trying to look good to you but have zero authority to buy at the end of the day.

**YOU:** *Besides you, who are the other decision-makers on something like this?*

(Next time ask it in this way - *Can you walk me through your company's decision-making process when it comes to solving problems like this?*)

**PROSPECT:** *I make the decisions around here, no reason for anyone else to be involved.*

**YOU:** *Oh I wasn't questioning if you could make a decision for the company, what I'm asking is who else would be involved as far as implement-*



*ing this/using this/invoicing this/subscribing to this/understanding how this would solve XYZ problem?*

(Depending on what you sell you just plug in one of these.)

In this example, let's say you sell some type of software that has to be installed or set up with IT and they have to learn how to use it.

**PROSPECT:** *Well, we would have to get Jim involved. He is our CTO so he understands how it would work for his people, etc.*

**YOU:** *Besides Jim though, who else would be impacted by your company switching from XYZ company over to us?*

**PROSPECT:** *Well our COO would need to have an understanding as she helps with ...*

**YOU:** *Okay that makes sense. Would it help you if we booked a time later in the week to run through this with your CTO and COO to make sure they are on the same page and go through questions they will have?*

**PROSPECT:** *Yeah we could do that, it would be helpful.*

## **Objection #37: I'm worried this might not work out.**

**PROSPECT:** *I'm worried this might not work out.*

**YOU:** *What would prevent it from working out if it's working for all of our other clients though? (Notice how I'm seeding that it's working for our other clients here, which shows stability, and shows you get results for your clients.)*

**PROSPECT:** *Well I'm worried that XYZ might not work for... (And now they tell you what they feel wouldn't work, which could be a multitude of different things depending on what you sell.)*

In this example, let's say you sell a training program that teaches people how to start an e-commerce business where they can make more money and have more time.

**PROSPECT:** *I'm worried this might not work out.*

**YOU:** *What would prevent it from working out if it's working for all of our other clients?*

**PROSPECT:** *Well I bought something like this a few years ago and they made all these promises but never came through in the end, and I lost a bunch of money.*

**YOU:** *Oh that's no bueno, what type of training program did you actually go through?*

**PROSPECT:** *It was the ABC program with Tom Smith.*

**YOU:** *Oh okay yeah I've heard of that. I think I've seen some of their advertisements on Facebook and saw a few testimonials. Were there other people having success using that?*

**PROSPECT:** *Well I think, I mean I read several testimonials when I was looking at it.*

**YOU:** *So if others were having success, what do you think held you back from having the same results?*

**PROSPECT:** *Well I know others were doing well with it, but I just didn't feel that when I had questions I could get a hold of someone who could help me, and at the same time I just had our second child and life got really busy.*

**YOU:** *Okay so they weren't really giving you the hands-on help, so the hands-on help is the most important to you then?*

**PROSPECT:** *Yes for sure.*

**YOU:** *You also mentioned that at the same time you had your second child and life got too busy. So why look at changing your situation now, because I'm assuming you are still busy, so why now rather than just pushing this down the road like unsuccessful people would?*

**PROSPECT:** *Oh no we have to do something now, it's gotten to that point.*

## **Objection #38: What's different about your company compared to others out there that do similar things to you?**

This is an objection you might get at the beginning of a meeting with a board, or beginning of an appointment with any type of prospect where they just bluntly come right out and ask you this early on in the conversation.

When this happens you want to remain calm, collective, and you want to disarm them where they start to pull you in.

**NEVER NEVER** do what most salespeople do and start saying something like this, *“Well the reason why we are different is we have been in business now for \_\_\_\_\_. We have the best customer service, we have the best owners, we have the best product because of XYZ, and we have the best service, we have the best this, we have the best that, Blah, blah, blah, blah!!!”*

This will only trigger more sales resistance from your prospects. Now why is that? It's because EVERY single salesperson says they have the best product or service right? How many say they have the 5th best product in the market? NO ONE!

So when salespeople say they have the best, or talk down about their competition, it actually causes your prospect to trust you less because they are used to every salesperson saying the same thing.

So we want to disarm them here to get them to open up and start pulling us in

**PROSPECT:** *So what's different about your company compared to others who do the same thing?*

**YOU:** *Well... maybe nothing (pause 2-3 seconds here, it's important),*

*and just so you know I'm not quite sure we could even help yet, we would have to understand more about what you're doing now with XYZ to see if we could even help you in the first place because you might be better off going with someone else. Are you with me on that?*

**PROSPECT:** (totally disarmed and stunned because they were not expecting that) *Yeah we would like to see what you are offering.*

**YOU:** *For sure, we would first need to better understand what you have now for \_\_\_\_\_, can you walk me through that?* (And now you're going to ask your first situation question.)

### **Objection #39: Can you give me any guarantees?**

This objection can come up in several different industries depending on what you sell.

**PROSPECT:** *What type of guarantee do we have with this?*

**YOU:** *Yeah we can cover that, tell me what's behind that question just so I understand?*

You ask this question because you want to find out why they are even asking in the first place. Did they get burned by another company in the past that couldn't fulfill what they said they could do? There are so many reasons why they might ask this question, so instead of just answering it, and saying, *"Yes we have a guarantee and the way it works is..."*

First, you need to understand what's behind that question, where is it coming from, and a lot of times when you ask that question the prospect will release their frustration from the past and will feel relieved and not even care about any guarantee.

Let's give you an example of how this might look that's industry-specific.

In this scenario, the salesperson and potential customer are meeting for the first time and the prospect is looking to stock a popular line of consumer goods in a grocery store for example

**PROSPECT:** *What's your company's guarantee on returns?*

**YOU:** *Yeah we can cover that, tell me what's behind that question just so I understand?*

Let's go back to look at the actual question that was asked ... *"What's your company's guarantee with regards to returns?"* To the salesperson, this means that the retailer wants to buy merchandise without the risk of it not selling. But the issue is, the prospect's true intentions were not specified in his question.

The potential customer's question doesn't even specify what kind of returns, or what circumstances there might be.

**PROSPECT:** *Yeah, we got stuck with an inventory of torn labels and damaged products about 6 months ago, and we lost tens of thousands from that. We just couldn't risk doing something like that again.*

**NEW MODEL SALESPERSON:** *That makes sense. Can you tell me more about what happened?*

**PROSPECT:** *Yeah, we had tons of torn labels, and about 15% of the inventory was damaged when we got it, it was a huge loss for the company, and ...*

**NEW MODEL SALESPERSON:** *Okay, so you're asking about damage to the product itself and the packaging? So if the label or product is damaged in any way, what we can do is ...*

Notice the sequence of this conversation:

1. The prospect asks a question. The salesperson asks for more information by saying, *“I’m curious, did you ask me that for a reason?”* or even better ask, *“Yeah we can cover that, tell me what’s behind that question just so I understand?”*.
2. The prospect then provides more details as to WHY they asked the question/objection.
3. The salesperson gets feedback about the customer’s statement and offers a solution.

Let’s say, you sold a real estate training course and the prospect asks you for a guarantee. It would be a bit different, let’s take a look.

**PROSPECT:** *What’s my guarantee that this will work?*

**YOU:** *Yeah we can go over that, tell me, what’s behind that question just so I understand?*

**PROSPECT:** *Well I bought a real estate course several years ago but I never made any money from it.*

**YOU:** *What course did you actually buy?*

**PROSPECT:** *It was the XY ...*

## **Objection #40: I've never done this before, that's more money than I've ever spent.**

This is an objection you might get quite a bit if you sold in the high ticket industry. In this example, let's say you sold a trading software that teaches you how to successfully trade and make money at it.

**PROSPECT:** *I've never done this before, that's more money than I've ever spent.*

**YOU:** *How do you mean exactly?*

**PROSPECT:** *Well it seems like this is going to cost me a lot of money.*

**YOU:** *Well I'm assuming you understand when you want to acquire the right skillsets to be able to make money trading it's going to require capital or credit to put into that so you can make a lot of money and really minimize the risk right?*

**YOU:** *How much funding do you think most people put into acquiring those types of skills so they can make that type of money where they can actually leave their jobs and become full-time traders? How much do you think most invest?*

**PROSPECT:** *Well I'm not sure.*

**YOU:** *Typically, it's tens of thousands of dollars and years of their lives trying to learn that. So when people see all they have to put into the trading software and us training them how to use it that it's only \$21,000 compared to the amount of money they make from learning those skills they feel they are stealing it from us.*

*I mean you tell me is it more risky to get the funding together put it into*



*the trading software, we train you and you get up to \_\_\_\_\_ a year like you mentioned?*

OR

*Is it more risky for you to do nothing at all, stay in the status quo, your financial problems stay the same and nothing ever changes?*

*Which is more risky?*

If they still cannot overcome this concern at that point, then you go into the standard, “We don’t have the money objection” found in the training here.

## **Objection #41: We are still “price shopping”.**

**PROSPECT:** *We are still price shopping.*

**YOU:** *How do you mean by price shopping?*

**PROSPECT:** *Well we are just looking for the best price with the budget we have.*

**YOU:** *So is price the most important thing to you, or actually getting results and solving the problem?*

**PROSPECT:** *What do you mean by that?*

In this example, let’s say you sold commercial windows ...

**YOU:** *Well I’m asking because we could always just lower the price but*

*it depends on the results you actually want to get. Are you looking for like the cheapest windows that would probably have to be replaced every 5-7 years or so, and your utility bill would be about the same because the cold air would still seep in, or are you looking for more of a mid-range window that's going to last about 12-15 years and your utility bill will probably drop around 20%, or are you looking for the top of the line window that's going to last 20-25 years and your utility bills go down 30-40% a month?*

*Which is actually cheaper once you break it down long term?*

## **Objection #42: I want to speak to other companies first.**

Let's say you get this objection at the end of your sales process when you are trying to close. The point here is, do you actually know what their real concern is? Because if they loved everything you had to offer, had 100% certainty it would solve their problems, and get them where they want to be, then they would never say this to you.

So we have to understand they have a concern behind this statement that we need to find out and then address and diffuse

**PROSPECT:** *This is really good and we appreciate you coming over but we want to speak with other companies first.*

**YOU:** *Yeah that's not a problem. What are you hoping these companies will say to you?*

**PROSPECT:** *Well we just want to compare prices and things like that?*

**YOU:** *How do you mean "things like that"?*

**PROSPECT:** *Well we just want to compare what each company does and see all the prices.*

**YOU:** *So let's suppose you meet with all these different companies, you put in all that work, and we all meet your criteria including the price. How would you then decide what to do?*

(Now here is where you find out what they really are looking for or what the real concern is once you ask this question.)

**PROSPECT:** *Well at that point we would be looking at who can ...*

And then they tell you the one thing, the one thing that pulls them over the edge. Now you know exactly what that one thing is, and your competitors would have no clue because they wouldn't even know how to ask that question or be able to get the prospect to tell them. Now you have the advantage.

Sometimes right here they will even bring up a valid concern or a logistical concern. Let's say if you sold farm equipment, they might say, "*Well at that point we would want to know who can best do XYZ.*" Now you know what their concern is, you address it, diffuse it and they buy on the spot.

### **Objection #43: I never make rash decisions.**

This is very similar to the "I want to think it over" objection from a prospect. Meaning it's not the real objection. No one goes and thinks about a buying decision for weeks on end. Something you said or did not ask in that sales conversation or process triggered them to have uncertainty that your company could get them the results they want.

**PROSPECT:** *I never make rash decisions on the spot.*

**YOU:** *What do you mean by a rash decision?*

**PROSPECT:** *Well I just need time to think about this.*

**YOU:** *That's not a problem. What's your timeframe on getting back to me in the next day or two just to see if I would be available for you?*

Now, why on earth would I not try to overcome that objection right here? Why would I try to set up a second call?

**Because it takes the sales pressure right out of the conversation. It**

**disarms** the prospect and causes them to let their guard down. Remember the whole point is to get them to open up about what's behind them saying, *"I never make rash decisions like this."*

It also positions you as busy with other clients you don't need the sale. You're detached. *It disarms them where they become more open...*

**PROSPECT:** *I guess I could call you in a few days (you need a scheduled time, no waffling)*

**SALESPERSON:** *Well possibly, I'm not sure I'd be available randomly like that, what I can do if you have your calendar handy, I can pull up mine and have you book a specific time with me, that way you don't have to chase me down and vice versa, would that be appropriate?*

(This is called a calendar commitment, works every time, and shows that you are not desperate, you are busy, you have tons of clients you are helping solve problems.)

Now after you book the appointment, you ask this:

**SALESPERSON:** *Now before I go, what were you wanting to go over in your mind (a better way of saying, "What do you want to think about?"), just so I know what questions you might have when we talk tomorrow?*

**Now this is the key at this point, they are going to tell you what their real concern is.**

**They might say, "Well I'm just concerned about..." or "I'm just not understanding this part..." or "I'm not sure if I can get the money for this..."**

**Now would you rather know what their real concern is now when you are on zoom with them, in person, or on the phone rather than not knowing and hoping and praying they show up to the next ap-**

pointment?

**And then you will be able to clarify their concern, ask a diffusing question and then discuss it like two people who are trying to work out a solution together and most of the time close the sale on that call.**

Now let's say at the end of all that you try and resolve their concern but they still come back around and say:

**PROSPECT:** *Well this sounds good but I still just do not make rash decisions.*

**YOU:** *Well you tell me is it more risky for you to get the funds together so that you can... (repeat back what they said they wanted)*

Or

*Is it more risky for you to do nothing at all, stay in the status quo, problems stay the same (repeat back what the main problem was they told you) and nothing ever changes?*

*Which is more risky?*

## **Objection #44: We already use vendor X, why should we go with you?**

This objection usually happens towards the beginning of a sales call, especially cold calling. It also comes up sometimes if you are presenting to a board, and someone on the board straight up asks you this question within the first few minutes.

How you react to this will determine if the prospect opens up, or emotionally shuts down.

Remember it's all about disarming the prospect to get them to let their guard down and open up.

**PROSPECT:** *Why should we go with you, we already have a company who does that for us?*

**YOU:** *Well I'm not quite sure that you should yet... (pause 2-3 seconds) we'd have to understand more about what you're currently using in XYZ area, compared to where you want to be, to see what that GAP looks like, just to see if we could even help because you might be better off staying with who you already have. Are you with me on that?*

Now watch how the prospect immediately lets their guard down. You have admitted that you might not even be able to help them because you don't know anything about their situation. When you give prospects the impression that you are there for them, they start to view you much differently than anyone else trying to sell them something.

They will start to view you as the Expert, the Trusted Authority who's going to get them the results they want.

**PROSPECT:** *Yeah that makes sense.*

**YOU:** *Can you walk me through what you're currently using for...*

## **Objection #45: I don't want to go into debt.**

This objection you will see primarily in the high ticket industry with business opportunity, and/or coaching, and course sales. High ticket of anywhere between \$5k-\$100k offers. We train a lot of companies in this space as well. So let's address this industry-specific so you can see how it works.

Once again depending on what you sell you can adapt this to your industry too, just a few small tweaks will be needed.

In this example, let's say you sell affiliate marketing courses that train people on how to make money online and become a full-time internet marketer. The two biggest problems people have for this industry are they want to make more money and they want to have more time, so they are looking to start their own business.

**PROSPECT:** *We really like this but will have to wait until we have the full amount. We just don't want to go into any debt.*

**YOU:** *Can I make a suggestion on this topic?*

**PROSPECT:** *Sure go ahead.*

**YOU:** *I'm a big Dave Ramsey fan, and he talks about how there are two types of debt. There is consumer debt, and then there is business debt. Are you familiar with what the difference is?*

**PROSPECT:** *Well not really.*

**YOU:** *Consumer debt is where you take your credit card, you go to the mall, you buy a new pair of shoes, you buy new clothes, you go buy a flat-screen jumbo TV, you buy some cool headphones, you buy that fancy*



*new car. How many of those things make you money?*

**PROSPECT:** *Well none of them.*

**YOU:** *Exactly, they just take your money, that's considered by Dave Ramsey and other debt experts as bad dead.*

**YOU:** *Now good debt according to business owners and investors is taking capital, a loan, credit and injecting it into the business so it can start, and grow and make you a lot more money. Do you see the difference?*

*Because without the capital or using credit putting it in, how would you ever be able to start your own business so you can make more money and be able to get out of your job so you have time to be with your family? (This is a NEPQ™ consequence question.)*

## **Objection #46: I don't want to commit to anything.**

This objection you really could get in any industry. It's not one of the top 3-4 you will always get but you will get it here and there so let's address it.

**PROSPECT:** *I don't want to commit to anything right now.*

**YOU:** *How do you mean?*

It's very important to first clarify so you really understand what they mean by this statement, and most importantly understand what their real concern is. Saying I don't want to commit to anything is not a real objection. There was something you said or did not ask that is causing uncertainty in their mind and triggering them to say this to you.

So let's find out what that is.

In this example, let's say you sell recruiting software and services to help companies recruit good-quality truck drivers to fill their trucks and deliver goods.

**PROSPECT:** *Well we just want to wait and see what happens.*

**YOU:** *That's not a problem. Can I ask you something though?*

**PROSPECT:** *Sure go ahead.*

**YOU:** *How would I be able to communicate to you that you might be making the wrong decision without you getting upset with me?*

**PROSPECT:** *Oh I wouldn't get upset, what did you have in mind?*

**YOU:** *You had mentioned that you wanted to fill 5-10 new trucks a month but you are having a hard time finding stable drivers which has caused you guys to miss out on loads that are going to your competitors which you mentioned was costing you around XYZ dollars every month.*

*So is it more risky for you to get the funds together to solve this issue, be able to hire 5-10 high-quality drivers every month and all those loads start going to your company instead of your competitors?*

Or

*Is it more risky for you guys to do nothing at all, the problems stay the same, you keep losing all those loads every month and the company revenue keeps stagnating like you said?*

*Which is more risky?*

## **Objection #47: I need to ask my mom/brother/ financial advisor/uncle who lives in a van down by the river.**

LOL! In all seriousness, though, you will have people especially if you are in more of a B2C (business to consumer) sales environment that will give you this objection.

The key here is understanding that this is a triggered reaction from something you said or did not ask that has caused them to have uncertainty or fear that it will not work out for them, or they are worried they don't have the money for it, so they are seeking validation from another source on what they should do.

**PROSPECT:** *I really like this but I think I need to talk to my mom and see what she thinks. Or, I really like this but I think I should talk to my financial advisor and see what she thinks I should do.*

In this example, let's say you sell solar which lowers people's power bills and after 25 years they don't even pay anymore. It's like owning your own home and getting the loan paid off in 25 years compared to renting your home for the rest of your life.

**YOU:** *Yeah that's not a problem. How does your mom feel about you putting solar in so you can save money on your utilities every month and eventually not even have a bill anymore?*

(See how I am tying in them purchasing what I am offering with what the prospect wants which is to save money on the bill and eventually not have a bill anymore?)

**PROSPECT:** *Well I think she would want me to do it.*

**YOU:** *But what happens if you go to her and she doesn't want you to put solar in. Your electricity bill keeps going up 5-6% every year, and you end up paying it for the rest of your life?*

**PROSPECT:** *Well I really value her opinion.*

**YOU:** *Does she have solar installed for her home?*

**PROSPECT:** *No she doesn't.*

**YOU:** *Does she want to keep having to pay her utility bills that keep going up 5-6% a year?*

**PROSPECT:** *Well of course not she wouldn't want to keep paying higher bills.*

**YOU:** *So if she doesn't want to keep paying her high utility bills why would she want her own daughter to have to keep paying them?*

**PROSPECT:** *Yeah makes sense. I don't see why should we want me to have to keep paying those forever.*

**YOU:** *Do you feel this could be the answer for you?*

You just helped her diffuse that objection then you simply ask a commitment question (AKA closing) and you wrap the sale up!

## **Objection #48: Is this a scam?**

This is an objection you will see a lot of if you sell anything that has to do with making money on the Internet, network marketing, and/or business opportunities.

In this example, let's say you sell a network marketing opportunity. So you have to recruit people and get them to buy your company's products if you want to really succeed in that industry. The problems you solve for people are helping them start a business with a low upfront cost and low overhead. Helps them make more money and have more time with their family, etc.

**PROSPECT:** *My friend at church said this is a scam.*

**YOU:** *How do you mean?*

**PROSPECT:** *Well she said that she tried one of these things before and she didn't make any money.*

**YOU:** *What did she actually try just so I understand?*

**PROSPECT:** *She joined some MLM named \_\_\_\_\_.*

**YOU:** *Oh yeah I have heard of that company, seems like they have thousands involved so there must be a ton that are successful for them to be that big of a company. What do you think held your friend back from having success if there were others getting results?*

**PROSPECT:** *Well I am not sure why she didn't do well I would have to ask her.*

**YOU:** *Is your friend extremely wealthy as well?*

**PROSPECT:** *Oh no, not at all, I would say middle class probably at best.*

**YOU:** *Can I make a suggestion?*

**PROSPECT:** *Sure go ahead.*

**YOU:** *Have you ever considered that if you take financial advice from people who have no experience running a business and are not wealthy themselves that it might prevent you from starting your own business and having financial freedom in your life?*

**PROSPECT:** *Well I've never thought about that in that way, I see where you are coming from.*

**YOU:** *Well you tell me are you going to be more successful in business taking advice from your friend or someone who is not successful or wealthy themselves?*

*Or taking advice from someone who is successfully running the same business you're wanting to get involved with and making \_\_\_\_\_ of dollars a year?*

*Which person is going to help you make the most money?*

**PROSPECT:** *Well of course I would be way more successful taking advice from a successful person.*

**YOU:** *Yeah I mean that's like taking advice from a friend who's been divorced four times on what you should do in your relationship? How successful would you be?*

**PROSPECT:** *Hahaha that's so true...*

## **Objection #49: I just have this fear that it won't work out for me.**

In many industries, you will hear this objection quite a bit.

Remember, all selling is, is CHANGE. It's about how good you are at getting your prospects to view in their mind that by changing their situation (purchasing your solution) so they can solve their problems and get what they want is far LESS RISKY than them doing nothing at all, the problems stay the same, and nothing ever changes.

So whether they want something better or are trying to get away from PAIN, it's all about **CHANGE**.

Now here is your **problem though, human beings do not like change even though they say they do**. It makes us feel unsettled and uncomfortable especially when it's initiated by salespeople ready to pitch their products or services within 10 seconds of meeting a prospect.

Human behavior shows that we value **tradition, consistency, and something that is familiar** even if we don't like it that much over something that is **new and foreign to us**.

It's your job as the sales professional to help them overcome their fear so they can move forward, solve their problems, and get what they want.

**PROSPECT:** *I just have this fear that this won't work out for me.*

**YOU:** *What do you mean you fear it won't work out?*

**PROSPECT:** *Well in the past, with the resorts we have used, we've had problems with check-ins and our dinner service.*

**NEW MODEL SALESPERSON:** *How do you mean exactly?*

**PROSPECT:** *It's really just the timing. I cannot fly all of our employees in between 2:30 and 5:00 pm for check-in so they can be ready for the welcome reception by 6:30. We really have to have some rooms ready by noon or 1 p.m. The employees get upset when they get to the check-in counter and their rooms are not ready.*

**NEW MODEL SALESPERSON:** *Can you tell me how this affects you when this happens?*

**PROSPECT:** *Well, everyone starts calling me, then my boss jumps me. It happened a few months ago and I thought I might lose my job.*

**NEW MODEL SALESPERSON:** *How did that make you feel?*

**PROSPECT:** *Devastated, to say the least. I have a family to take care of so I can't lose my job.*

**NEW MODEL SALESPERSON:** *So this is important to you to get it right?*

**PROSPECT:** *Oh, you have no idea.*

**YOU:** *You had also mentioned you were concerned about the dinner service. Can you tell me more about that?*

**PROSPECT:** *We usually have over 500 people at the welcome reception. Usually, the last 8-10 tables get served cold food. It causes those tables to get really upset.*

**YOU:** *Does it have an impact on you when that happens?*

**PROSPECT:** *Yes it does. I then have to go in crisis mode and help calm them down when I should be directing my attention to the after-dinner event.*



**YOU:** *That makes sense. Tell me, what other points of concern do you have?*

**PROSPECT:** *I don't really have any other concerns. We just need to make sure it's well planned out and then executed.*

**YOU:** *I can show you how our hotel operations can be tailored to your schedule if you'd like. Would that possibly take some pressure off of you?*

**PROSPECT:** *Wow, it sure would. When can we do that?*

And just like that, POOF, the fear, the objection is gone!

## **Objection #50: It sounds too good to be true.**

This is just another fear-based objection you will see in several industries especially if you sell some type of product or service or training program that teaches people how to make more money. This one will come up frequently.

**PROSPECT:** *Well it just sounds too good to be true.*

**YOU:** *Well would you like us to make it harder for you?*

**PROSPECT:** (Most will laugh) *Oh don't get me wrong but when I was a kid my granddad would always say, "If it sounds too good to be true it probably is."*

**YOU:** *Can I ask you something?*

**YOU:** *That saying "if it sounds too good to be true it probably is" where do you think that came from, someone that was extremely rich or someone that was poor?*

**PROSPECT:** *I'm not sure maybe someone that was poor?*

**YOU:** *Exactly someone that was poor. So if we take advice from poor people, what type of (financial) results do you think we are going to get in our own lives?*

**PROSPECT:** *Well I guess the same results they are getting.*

**YOU:** *Do you want to change that?*

**PROSPECT:** *Yeah I have to change.*

**YOU:** *Well you don't have to. I mean why do this now, why not push it down the road like unsuccessful people would?*

**PROSPECT:** *Oh I'm not going to be like them.*

**YOU:** *What would prevent it from working out if it's working for all of our other clients though? (Notice how I'm seeding that it's working for our other clients here, which shows stability, and shows you get results for your clients.)*

**PROSPECT:** *Well I'm worried that XYZ might not work for ... (and now they tell you what they feel wouldn't work, which could be a multitude of different things depending on what you sell).*

In this example, let's say you sell a training program that teaches people how to start an e-commerce business where they can make more money and have more time.

**PROSPECT:** *I'm worried this might not work out.*

**YOU:** *What would prevent it from working out if it's working for all of our other clients?*

**PROSPECT:** *Well I bought something like this a few years ago and they*

*made all these promises but never came through at the end, and I lost a bunch of money.*

**YOU:** *Oh that's no bueno, what type of training program did you actually go through?*

**PROSPECT:** *It was the ABC program with Tom Smith.*

**YOU:** *Oh okay yeah I've heard of that. I think I've seen some of their advertisements on Facebook and saw a few testimonials. Were there other people having success using that?*

**PROSPECT:** *Well I think, I mean I read several testimonials when I was looking at it.*

**YOU:** *So if others were having success, what do you think held you back from having the same results?*

**PROSPECT:** *Well I know others were doing well with it, but I just didn't feel that when I had questions I could get a hold of someone who could help me, and at the same time I had just had our second child and life got really busy.*

**YOU:** *Okay so they weren't really giving you the hands-on help, so the hands-on help is the most important to you then?*

**PROSPECT:** *Yes for sure.*

**YOU:** *You also mentioned that at the same time you had your second child and life got too busy. So why look at changing your situation now, because I'm assuming you are still busy, so why now rather than just pushing this down the road like unsuccessful people would?*

**PROSPECT:** *Oh no we have to do something now, it's gotten to that point.*

## **Objection #51: Can you just give this to me for free, and once I make money I will pay you back?**

Now, this objection you will only get in certain industries, especially if you sell anything that is a service, training, or product that helps the prospect make money.

Examples:

- If you sell trading software that trains you to trade to make money.
- If you sell leads to people to help them make more sales.
- If you sell real estate education to help people make money in real estate.
- If you sell e-commerce or Amazon SBA courses that teach you how to make money online.
- If you sell a network marketing opportunity.

**PROSPECT:** *If this is so good, then why don't you guys just let me have the software for free and then once I make money I will pay you back with interest.*

**YOU:** *Help me understand, how would the owners be willing to give away something that gives clients that type of skill level to become full-time traders and leave their jobs?*

**PROSPECT:** *Well I'm not sure, but if it's that good why not just give it away and then let us pay them back?*

**YOU:** *Can I make a suggestion?*

**PROSPECT:** *Sure go ahead.*

**YOU:** *Have you ever considered that way of thinking where someone*

*should just give you something extremely valuable that helps you make more money... for free... has kept you financially exactly where you're at in your life?*

**PROSPECT:** *I guess it could have...*

**YOU:** *Yeah because how could we force someone to follow what we teach them to do and then hope and pray that they even pay us back after they start making money? A client could go out and make a bunch of money from what we train them and never even pay us back. There is no way we could force them to pay us back. They could just steal all of the training and we could do nothing about it.*

*How are you going to overcome that way of thinking so you can move forward, learn to trade, and start making more money so you don't have to stay in your job forever?*

**PROSPECT:** *I know I need to do something different.*

**YOU:** *What happens if you don't though, if you just stay in the same job, same income the next 5-10-15 years?*

**PROSPECT:** *OMG yeah that would not be good.*

**YOU:** *So the question just comes down to this, is it more risky for you to get the funding together to invest into the trading platform, you learn the skills and you start making way more money?*

*Or ...*

*Is it more risky for you to do nothing at all, stay in the status quo, problems stay the same and nothing ever changes?*

*Which is more risky?*

