

Objections and how to overcome them

Satisfied with business

Establish what aspect he/she is most happy and least satisfied with
Remind he/she **NO** business can afford to stand still (must be with empathy)

Need to speak to my partner

Is he/she available?

NO: - When will he/she be available? **Make an appointment**

Get his support - "Are you happy to go ahead?"

I'm using other products / Services **SELL THE BENEFITS OF YOURS**

- Benefits
- Testimonials
- Explain difference
- Give prestigious idea's - Sell as a compliment

I've spent my budget

When is it re available - How is it allocated – 6months – 12 months – "as and when"

Do they have a contingency budget?

"I saw it cheaper at one of your competitors."

Benefits . Testimonials - Explain difference

Can't cope with any more business

- Call his/her bluff - Appreciate his problem – "advanced orders?"
- "Orders now being taken for..." - ***They may have plenty of work now but what about the future?***

It's too expensive - Cost objection

GIVE - Benefits - Testimonials

Cost analysis - "In comparison with what?"

- Brake down into smaller units
- As a last resort: - "how much to much"

121 business coach