

Stress-FreeTM Selling

Turn Objections Into Sales

Stress-Free Selling[®]

When you skip steps,
You miss sales and wonder what to do.
Stop wondering.



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Stress-Free Selling™

Turn Objections Into Sales

Turn Objections into Sales _____ **6**

Let's talk about objections... _____ **7**

The need to know how to overcome objections _____ **8**

Why do we get objections? _____ **9**

Objections are the first step to a sale _____ **9**

You skipped a step! _____ **10**

Show me the value! _____ **10**

Stay customer focused _____ **11**

No need _____ **11**

Handling objections... _____ **12**

Be pleased! _____ **12**

But is a four letter word _____ **13**

Can I be frank? Honestly... _____ **13**

Avoiding objections... _____ **14**

Belief strikes again! _____ **14**

Hello, my name is... _____ **14**

The inability to overcome an objection does not ensure a lost sale _____ **15**

Raise them first! _____ **15**

Be prepared - Create a tool for every objection _____ **17**

Testimonials _____ **17**

Testimonial Authorization Form _____ **18**

Success story _____ **19**

Articles _____ **19**

Research _____ **19**

Calculations _____ **20**

Feel, felt, found _____ **21**

Charts and graphs _____ **22**

Overcome These Objections! _____ **23**

Give me a deal _____ **24**

Price concession drawbacks _____ **25**

Put the shoe on their foot _____ **26**

We don't raise our prices to lower prices _____ **26**

Exceptions are not the rule! _____ **26**

It's the cost of doing business _____ **27**

It's not fair! _____ **27**

Have fun with it! _____ **27**

What about remnant space? _____ **28**

Your price is too high	29
Wait until they're ready to buy!	29
Redirect the conversation	30
Give benefits when you share rates	30
Reduction to the ridiculous	30
How happy are you when you spend too little?	31
Sell the incremental amount	32
Don't compare apples to oranges	33
Business is slow	34
If nothing changes, nothing will change	34
Yesterday's Customers are gone	34
Additionally marketing research shows...	35
My budget is spent	40
Is it a smoke screen?	40
It's just scheduled	41
Change categories	41
I have to think about it...	43
Play with them!	43
Plain old smoke out	43
Give reason to decide now	44
Yesterday's customers...	44
I have to talk to...	45
If this is stall...	45
Set up a new meeting	45
I tried it, it didn't work	46
Use research to prove your point	46
Compare apples to apples	46
Japanese used to mean poor quality	47
What would you do if...	47
Redirect and deflect	48
Show the benefits of newness	48
Known trumps new	48

Grow and Flourish _____ **50**

The Best in the World Have Coaches _____ **51**

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