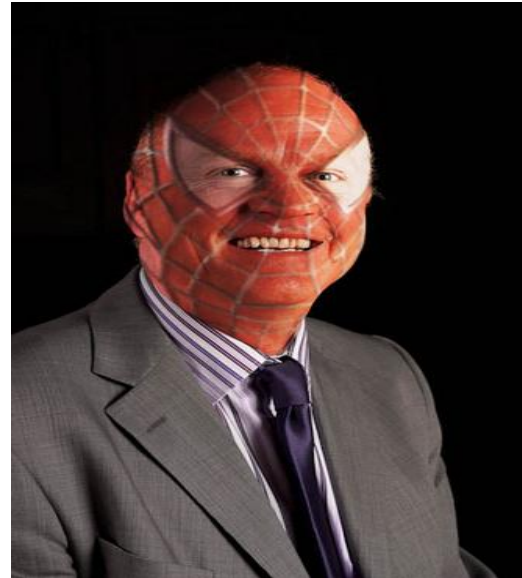


Overcoming Sales Objections.



Phil Jaggers
It'seeze, Preston



Cost

- investment
- low setup cost
- monthly subs
- perceived value



Time/Logistics

- ready now?
- 10 working days
- first month free



Credibility/Trust

- best solution
- deliverable
- evidence
- be honest
- empathise
- it's all about you



Politics

- stakeholders
- decision risk
- decision makers



Knowledge

- web what?
- 1 to 10
- demonstrate
- reliance
- empower



Discover Objections

past/current/potential customers

1. “What concerns did you have?”
2. “Is there anything that troubled you that might have stopped you buying?”
3. “Was there anything we said that convinced you to go ahead?”
4. “Do you have any questions or issues that concern you?”
5. “Sorry to hear you are not going with us this time, was there anything in particular that prevented you from taking up our offer?”



Top tips

- research
- ask questions
- assume success
- why you are there
- never say can't/won't
- referrals
- time share holidays



RACC

