

# Dealing with Objections

When someone gets nasty, strip line. Nurture and agree with them.

**. . . I understand. Maybe you shouldn't buy this.**

**. . . I understand. From what you're telling me, maybe this isn't for you.**

**. . . I understand. It sounds like I shouldn't have made this call.**

Choose the approach that you prefer:

1. I don't suppose you've ever encountered . . . Pain \_\_\_\_\_
2. I don't suppose you've ever done a survey . . . Pain \_\_\_\_\_
3. I doubt you've ever had . . . Pain \_\_\_\_\_
4. It's highly unlikely that . . . Pain \_\_\_\_\_
5. I doubt that it's happened, but . . . Pain \_\_\_\_\_
6. It's probably not the case with you, that . . . Pain \_\_\_\_\_

## Already Working With Someone Else

1. Which means?

2. You must be telling me that for a reason . . .

3. And you made a decision never to look at anyone else, even if they could do more for you?

4. Nobody's perfect. If your present supplier could do one thing better, what would it be?

5. Are you saying that you're not open to looking at a better way, assuming that there is a better way?

6. You mean you never changed suppliers before? Why did you change them?

7. Do you think your current supplier would keep you informed about what their competition is doing that's new and different?

8. Would you look at what I have if I promised not to sell you anything on the first call?

9. Do you think it's unfair to your present supplier to take a look at what else is available to you in the marketplace?

10. If it were free, would you invite me in?