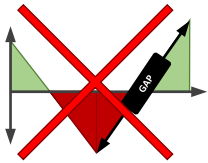


Overcome Final Objections

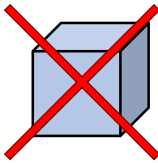
Money Objection

No Pain



- Disqualify

No Value



- Competitors ?
- Information ?
- Something else ?

No Money



- Payment plan ?
- Temporary cash flow problems ?
- Broke ?

Even if it's about the money, what is it?

Limited funds? Temporary cash flow problems?

Maybe they need a payment plan? A smaller amount paid regularly doesn't scare as much as full amount.

You won't know until you ask.

Apply the same formula that was used when presenting the offer

1. Pick One Objection
2. Understand It
3. Help To Overcome

When the prospect says "It's too expensive" what do they mean?

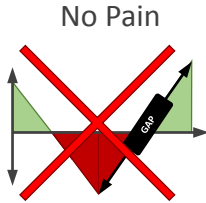
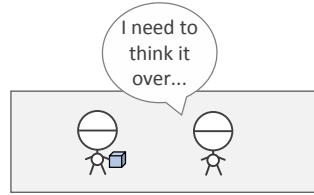
No pain?

No value?

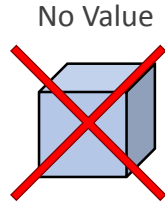
No money?

Overcome Final Objections

Information Objection



- Disqualify

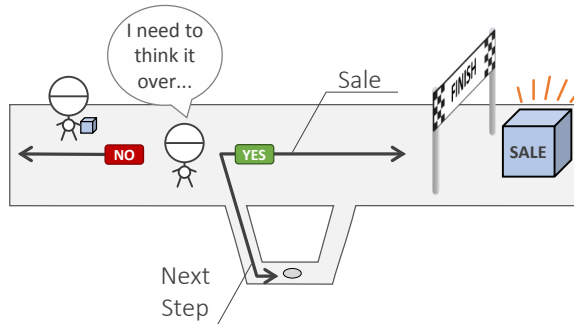


- Competitors ?
- Information ?
- Something else ?

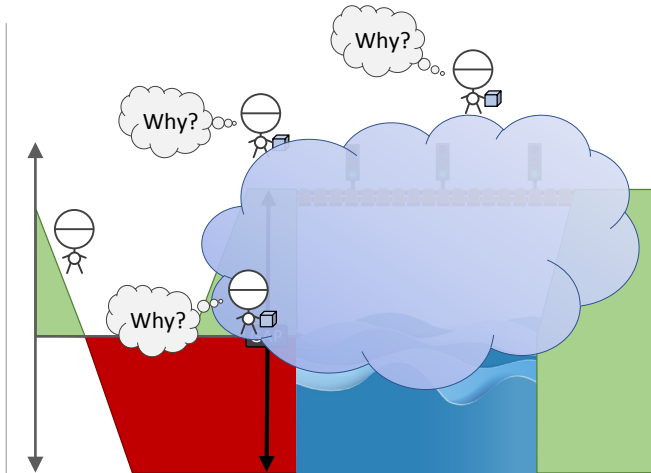


- Payment plan ?
- Temporary cash flow problems ?
- Broke ?

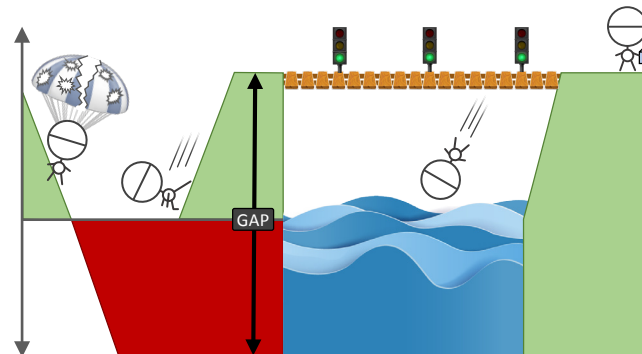
It's never about "thinking it over".
What is the real reason?
No pain? No value? No money?



Get them to say **YES** or **NO**
Don't accept anything in between



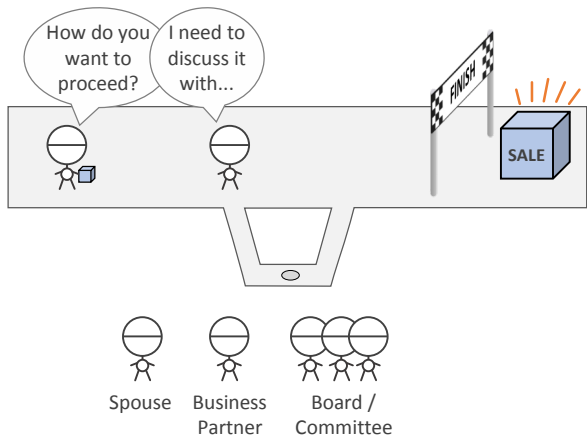
If you let them go to think it over,
you will keep chasing forever with
little to zero chance of success



Use "Is It The Case Here?" method
Offer 3-4 typical reasons for rejecting your offer,
Get full clarity on what the real objection is, and help them to overcome it

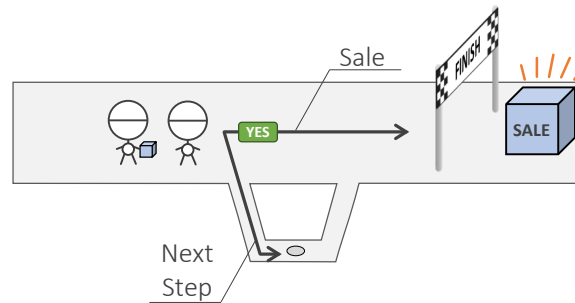
Overcome Final Objections

Third Party Objection



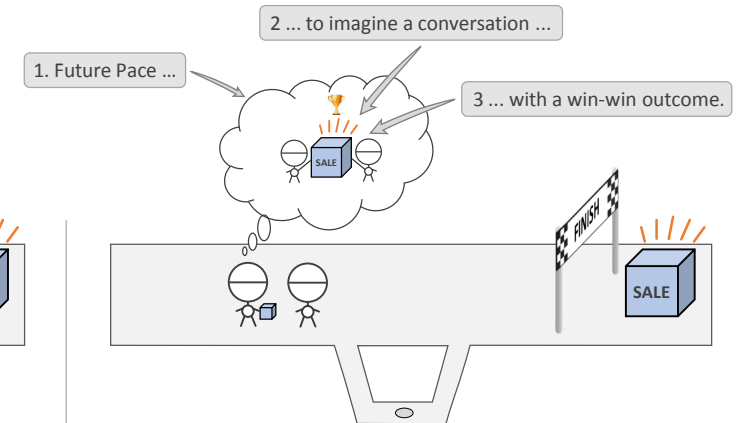
When the prospect says "I need to discuss it with..." there are 3 possible reasons for that:

- They are telling the truth (approval is needed)
- They don't see the value
- They are in FEAR of being judged or criticized



Get to the truth and either

- 1) Help them overcome their fear and buy
- OR
- 2) Prepare them for the upcoming conversation



In both cases (making the sale or scheduling next actions) use the "Arm The Prospect" method designed to use 3 powerful techniques:

- 1) Future pacing
- 2) Implementation intentions
- 3) Win-win negotiations

Get the prospect to imagine the upcoming conversation and how they will respond to attempts to talk them out or how they will fight for the approval.

Help them figure out how the other side will benefit from the sale to make the prospect extremely confident.