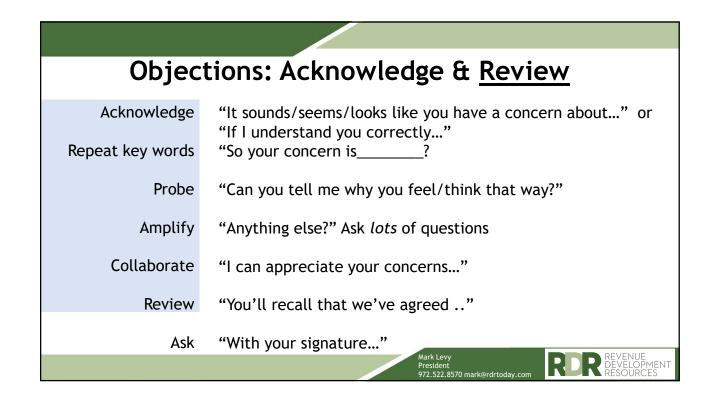
From Influence to Impact: The Silver Sales Bullets of 2020's First Six Months Mark Levy, President, Revenue Development Resources

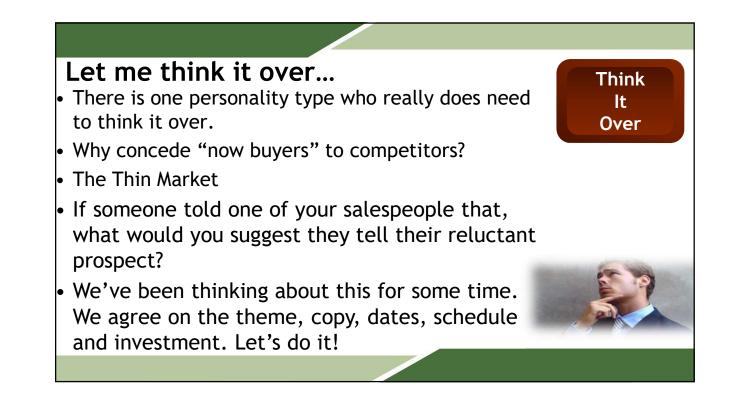


| Objections: Acknowledge & <u>Respond</u> | |
|----------------------------------------------------------|-----------------------------------------------------------------------|
| Acknowledge | "It sounds/seems/looks like you <u>still</u> have a concern about" or |
| Repeat key words | "If I understand you correctly" "So your concern is <u>still</u> ? |
| Probe | "Can you tell me again why you feel/think that way?" |
| Amplify | "Anything else?" Ask <i>lots</i> of questions |
| Collaborate | "I really can appreciate your concerns" |
| Respond | "" |
| Ask | "It's right for youlet's do it." |
| Mark Levy President 972.522.8570 mark@rdrtoday.com | |

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| • I understand. You don't want to make a rash decision. But, level with me-what exactly is it that you need to think about? |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| • I can see that. Tell me something - is it money? |
| What questions have I not answered for you? |
| Why? Is it me? Or the integrity of my paper? |
| • When I leave, you'll probably think of all the reasons NOT to buy. You'll think of all the negatives and I won't be here to address them so can we talk about it now? Do you need to think about the price? The flight? The copy? |
| When could I have a definite yes or no? Why don't I wait in the lobby until you decide?? |
| • I know that you are as busy as I am. Let's decide now, save time, and have this decision out of your way. |
| You impress me as a proactive thinker. Let's roll up our sleeves and get to work! |
| • I understand. Please remember that I can only offer this program until (deadline). Where are we missing each other? |
| Great! Think it over, and I'll call you in one hour. |
| You're not just saying that to get rid of me, are you? |
| Obviously somewhere I have failed to completely explain this program to you, because if I had, there would be nothing for you to "think about," so what specific questions do you have? |
| |
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