

Objections: Acknowledge & Review

Acknowledge	“It sounds/seems/looks like you have a concern about...” or “If I understand you correctly...”
Repeat key words	“So your concern is_____?”
Probe	“Can you tell me why you feel/think that way?”
Amplify	“Anything else?” Ask <i>lots</i> of questions
Collaborate	“I can appreciate your concerns...”
Review	“You’ll recall that we’ve agreed ..”
Ask	“With your signature...”

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Objections: Acknowledge & Respond

Acknowledge	“It sounds/seems/looks like you <u>still</u> have a concern about...” or “If I understand you correctly...”
Repeat key words	“So your concern is <u>still</u> _____?”
Probe	“Can you tell me <u>again</u> 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 you...let’s do it.”

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Let me think it over...

- There is one personality type who really does need to think it over.
- Why concede “now buyers” to competitors?
- The Thin Market
- If someone told one of your salespeople that, what would you suggest they tell their reluctant prospect?
- We’ve been thinking about this for some time. We agree on the theme, copy, dates, schedule and investment. Let’s do it!

Think
It
Over



- 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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