Persuasion Software

- This persuasion software (BETA) systematizes the persuasion process for you. Wondering what to say or do next while you are persuading others? What persuasion techniques you should use? Follow this Persuasion System and follow what great persuaders do and say. Remember to use the responses that match your personality.

I'm Ready

Instructions

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Instructions

- Everything in blue is a link to the page you need
  - (Click with your mouse)
- Everything is red is available in an software upgrade
- The Home button in always located in the lower left hand corner of the screen
- The home page has all the links you need to get started
- When you notice an emotion/reaction of your prospect click on the emotions on the right of the home page
- The links on the bottom of the page is for quick reference when you are talking to the prospect.
- Get familiar with all the links and you will have everything at your finger tips to persuade with power.

I'm Ready

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Help

Persuasion Software System

Prospecting

Pre-Persuasion

Grab Their Attention

Hit The Brick wall

Difficult Prospects?

Qualify Them

4 R's of Resistance

Reason - Indifferent

Resources - Cost

Representative– Not Connecting

Risk- Fear

Isolate The Objection

Dig Deeper

Call to Action/Close

Post Questions

Reactions

Indifferent

Rejection

Interested

Angry

Confused

Worried

Unhappy/Sad

Frustration

Nervous

Fear

Objections Trial Closes Low Credibility Increase Rapport Buying Signals

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Grab Their Attention

- Spell out the benefits to them
- Point out the downside of not accepting your proposals.
- Grab their attention by using a story.
- Make them care by showing them how the topic affects them.
- Get them to feel connected to your issues.
- Avoid complex arguments.
- Use concrete examples with familiar situations or events.
- Identify why they should care.
- Use the Law of Involvement and the Law of Social Validation (Maximum Influence)

- **Examples:**
- What is important about _____
  If I could show you a way to _____- that would solve _____
  Does the idea of _____ intrigue you?
  In order to serve you better (or solve your challenge) I need to ask you a few questions
  If I showed you the perfect solution to your needs, what would it look like?
  Would you like to make an extra _____...

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Reason

- Call me another time/month/day
- I still need to look around
- I am not interested
- I don't take unsolicited (cold) calls
- I don't know
- Please don't call here anymore
- Indifferent
- We are satisfied with our current _____
- I don't need a new one
- I don't need this
- I don't want to change
- I don't like the color/look etc.
- It is the wrong size

Your competition makes a better _____
Getting through to gate keeper/screener
What is this regarding?
He/she is in a meeting
May I help you?
Trying to schedule a meeting
Why do you want to speak with _____?
My boss does not take sales/cold calls
He/she says they are not interested
We decided to wait
Things are slow/having a tough year
I can't make a decision right now
Can you send me more information?

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Call Me Another Time/Month/Day

- To save us both time and money, can you give me 30 seconds to tell you why I am calling?
- I can call you back next week, but it will probably be too late.
- I could, but what will be different from now till next week. I've got you on the line, can you give me 90 seconds and I can show you how to increase sales 15%.
- That is what you said last month.
- Perfect, we are both busy. Let's set up an appointment right now.

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I Still Need to Look Around

- I can understand that. Where are you going to look next? I can save you time I have all the prices, features (or all the information you are looking for) and specs of our major competitors.

- This is the best product on the market. If you find it cheaper anywhere else, we will triple the difference back to you.

- What exactly will you be looking for?

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I Am Not Interested

- You are not interested in making/saving money? (smile)
- You are not interested today or this year or forever?
- May I ask why?
- Of course you are not interested. You don't have all the facts or didn't know you could save/make _____
- That's exactly what 20 of my clients said last month until they realized it solved their problem and increased their revenue.
- OK, it is 11:00 now, can I call you at 3:00?

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I Don't Take Unsolicited/Cold Calls

- Fair enough, what type of calls do you take?
- [Name], if you were me, how would you make this a solicited (warm) call?
- I have been trying to contact you for 3 months about the solution to your challenge. This doesn't seem like a cold call to me. Can I please have 90 seconds of your time?
- [Name], You now know who I am, does that count as a warm call

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I Don't Know

- That’s OK, then can you tell me who does know?
- That's exactly why I am calling.
- I know you don't know. Give me 2 minutes and you will be in the know.

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Please Don't Call Here Anymore

- [Name], [Referred by Name] told me to call you about your (problem.) Give me 60 seconds and if it is not a perfect fit I will never call you again.

- I apologize for the confusion. I was told you would be interested in _____

- My mistake, I am just so passionate about _____ and I know you will be interested to know _____

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Indifferent

- Can I at least tell you the joke/story/news of the day? (humor)
- What does a perfect _____ look like to you?
- What is important about _____?
- Would it help if I started to beg (cry)?

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We Are Satisfied With Our _____

- I don't want you just satisfied; I want you to be ecstatic about _____
- Great, can you tell me... satisfied in what way?
- Have you always been happy with your current _____?
- Being satisfied is not enough in today's competitive workplace. I know you will be extremely happy with our unique features.
  I understand, I just want you to compare what you have to something better.

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I Don't Need A New One

- What is the main reason that impedes you from getting the newer/updated version?
- That's exactly why you need to get our _____
- The longer you keep _____ the more it will cost in repairs and take away your competitive edge
- Perfect, I wouldn't want to talk to you if you did.

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I Don't Need This

- Can you tell me what is really holding you back?
- Can you tell me what has changed since you requested more information about our _____
- What are you really looking for?
- Perfect, that's exactly why I am here. (smile)

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I Don't Want To Change

- What would cause you to want to change?
- Thank you for your honesty, bear with me as I show you 3 features that will open your eyes to _____.
- What stops you from wanting to change?
- Do you want to change your bottom line?

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I Don't Like The Color/Look Etc.

- What color/look works best for you?
- What would you consider the best color/look for you?
- If a genie appeared and made everything perfect. What would it look like?

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It Is The Wrong Size

- That's Ok, can you describe what size fits your needs.
- What makes you say that?
- I am glad you brought that up. The reason I recommended that size was because _____

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Your Competition Makes a Better Product

- Really, better in what way?
- Where did you hear that?
- Thank you for bringing that up. I would love your opinion about the two products.
- What excited you the most about their product/service?
- Most of happiest clients felt that same way until they saw _____

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Getting Through To Gate Keeper/Screener

- Should I send an email instead? Great. What is his/her email address?
- Would it be better if I came in person? (smile)
- This is the 10th time I have called. Time is running out

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What Is This Regarding?

- I appreciate your concern. This call will take exactly 2 minutes or I will send you _____
- I just need five minutes to show __ how to save/make_____
- Thanks for asking. He/she requested me to call/give information. _____ recommended that I give him/her a call. I am not selling anything.
- 3 specific ways to save/make money by 35%. I know this is exactly what he/she is looking for.

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He/She Is In A Meeting

- Can I call later this afternoon?
- Can you do me a favor. (yes) You know his/her schedule the best. When would be the best time to call this week?
- What percent of the day does he/she spend in meetings?

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May I Help You?

- Good afternoon. I was told you would be able to help me. Can you tell me who makes the decisions to _____
- Yes you can, I know how busy you are so I will keep this brief. Can you answer a few questions I have to help me prepare for a important meeting I have with _____
- Thanks for asking, I need a lot of help.
- You bet can you help me talk to _____.

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Trying To Schedule A Meeting

- Would it be possible to tell your boss that I am waiting in the _____ until he/she is ready to see/talk to me?
- Can you do me a small favor?
- Just between you and me, Is there anyway I can get a 5 minute meeting with _____?

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Why Do You Want To Speak With _____?

- Tell him/her that I am the person that has been trying to reach him/her for the last 2 months. Do you think he/she will admire my persistence?

- About giving you a raise. (smile) What I have is going to make your company a lot of money.

- [Name], I am calling with _____. I have been trying to reach him/her since _____. This is the most important call he/she will take today.

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My Boss Does Not Take Sales/Cold Calls

- I respect that, but does he take calls from someone that will _____
- I don't blame him/her there are too many sales calls these days. The reason for my 2 minute call is to save/make (benefit) him/her [22%]
- Great, I need you to have him call me back. Here is my number and I won't leave the office until he/she calls. Fair enough?

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He/She Says They Are Not Interested

- That is exactly why I need to talk to him/her. There has been a miscommunication about exactly what I can do to _____
- This is my 10th call to him. Aren't you interested to know why I have been calling so often?
- I understand, I know he will want to talk to me. Let me explain to you exactly why I am calling and how I can save/make _____

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We Decided To Wait

- That's fine. One last question, what will change in two months?
- How long were you planning to wait? OK I still want to fill out the paperwork so when you are ready to go, I will be ready.
- I can understand that. What are your reasons for purchasing now vs purchasing in two months.
- What will you gain by delaying this decision?

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Things Are Slow/ We Are Having A Tough Year

- How tough is tough?
- Is the only issue money?
- That is exactly why this product/service is a no brainer. It will turn things around.
- Than it is a good thing we are talking. There are 3 ways a can make this a great year.
- Have you ever had a slow time before? What did you do then?

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I Can't Make A Decision Right Now

- That's OK. Can I make it for you? (humor)
- What is preventing us from getting started today?
- Why do you say that?
- Understandable, based upon your needs this is a perfect fit for both of us. How can I help you make a decision today?

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Can You Give Me More Information?

- You bet, what type of information were you looking for?
- OK, I need to be careful, I could bury you in additional information.
- What exactly are you looking for?
- Only if you promise me that when I call back you don't say - I haven't had a chance to read it yet. Fair enough?

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Resources

(Time – Money – Support - Ability)

- I can find it cheaper one down the street/on the net/uncle Vinny
- Your product/service is too expensive
- Your price is too high
- How much does it cost?
- We don't have the money to purchase right now.
- Are you joking? You have to do much better than that.
- Drop your price by 20% / Give me one free and I will buy today
- I am too busy to talk to you right now
- I haven't had a chance to read the information yet
- I am in a meeting/on the other line
- They hang up on you
- You need to speak to my assistant/junior partner
- I will call you back
- Call me next month
- Let me review the information and call you next week
- I can't afford this
- I don't have the money to do this
- It sounds too complicated/hard/confusing
- I need to talk to my boss/partner/spouse first
- I am going to shop around for a used one/ go to Ebay
- I need to shop around the check out other prices
- I am going to get 3 more estimates

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I Can Find It Cheaper One Down The Street/On The Net/Uncle Vinny

- How much cheaper can you get this product?
- You know we are only talking about 10 cents a day for twice the features
- Thank you for letting me know your options. Most of my current customers had the same concern. We are not the cheapest, but the highest quality. Why don't you talk to some of my existing customers that found this product a great value.
- Why do you think they are cheaper on the net/down the street?

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Your Product/Service Is Too Expensive

- How expensive is too expensive?
- Compared to what?
- Why do you say that?
- How much did you expect to invest? If I can get you that price, will you purchase today?
- Of course, this product/service is not for everyone. We are talking the best of the best. Do you want the best?
- You will remember the quality of _____ much longer than your investment

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Your Price Is Too High

- Thanks for bring up price. That is my favorite part
  Understandable, it does appear a little high, but that is why we offer
  _____
- Is price the only concern? I can reduce the price, but I can't offer all the features you wanted.
- I am surprised you say that. How did you reach your conclusion?
  I agree, you get what you pay for.
- Wow, please explain why you feel the price is too high?
- Maybe in the long-term. Let me show you the weekly/monthly operating numbers.
- Exactly, let me tell you why.

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How Much Does It Cost?

- What were you expecting to invest?
- Is cost the only thing you are considering with this purchase?
- Let me ask you a few questions to see what model/service plan fits your needs.
- That is the good news. If it does not fit your needs, it will cost you nothing
- Thanks for asking that. I will get to it in a minute.
- That's the exciting part and I am saving it for last.
- I can give you an estimate, but I need to ask a few more questions.

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We Don't Have The Money To Purchase Right Now

- Putting money aside right now. Does this product/service fit your needs?
- Thanks for being upfront with me. The best part of my presentation is our incredible financing options
- That is why we take credit cards. This program will pay for itself in 3 months.
- [Name], if I can prove your return on investment. Will you give me 5 minutes?

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Are You Joking? You Have To Do Much Better Than That.

- Can you tell me exactly what you were looking for?
  *I have to do better than what?

- You bet, as long as you place a bigger order/order today.
  I love your sense of humor. (smile)

- Are we talking price or quality?

- I quoted you the best price. All of our clients invest the same for this product/service. What are you looking for?

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Drop Your Price By 20% / Give Me One Free

- Let's do it then, since you already got a 20% discount in price.
- Name, I always give out the best price. This is the best I can do. What is the best you can do?
- (smile) Do you think Ferrari gives discounts?
  Why do you say that?
- OK, but you need to double your order.
- (Smile), I guarantee that won't happen.
- Name, do you give one free _____ with your pricing?
- Would you go to a heart surgeon that gave a 20% discount?
- Sorry, we are talking about quality and service, not price.
- OK, but I can't offer the _____ (guarantee/warranty/financing)

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I Am Too Busy To Talk To You Right Now

- It would save us time if we took 2 minutes right now instead of playing phone tag for the next 2 months.
- I understand, I will call you back in 2 hours. OK?
- I know you value your time, just as much as you will value our product/service
- Understandable, that is why I just need 2 minutes
- How much time do you think I need?

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I Haven't Had A Chance To Read The Information

- I can wait while you look it over (smile)
- I can hold, I know how much the right decision will make your company _____
- I appreciate how busy you are, let me sum up in 90 seconds what the information said.
- Do you remember why you requested more information?

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I Am In A Meeting/On The Other Line

- I understand, at least give me 30 seconds so you know exactly why you will want me to call you back. All right?
- I appreciate you time, I need to talk to you today. What time this afternoon best fits your schedule? Can I tell your assistant that we have an appointment?
- Are you talking to my competitor? (Smile)
- 20 minutes long enough to wait? I need to talk to you today. (humor)

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They Hang Up On You

- Call back - ask: Did you hang up on me? Or was it my connection?
- Hey we got disconnected before. I just need 90 seconds of your time to show you_____
- What just happened? Anyway...
- Did you do that on purpose? (humor)

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You Need To Speak To My Assistant/Junior Partner

- Smile, are you trying to get rid of me? (humor)
- They said I need to talk to you.
- I have and all I need is 60 seconds to change your bottom line.
- They said you were the decision maker.
- Can I give you one great reason, why we should talk?

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I Will Call You Back

- Do you know why I am calling?
- Do you know who I represent?
- Hey that is what I am supposed to say? (humor)
- You bet, let me take 30 seconds to tell you why I am calling and then schedule to call you later this afternoon.

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Call Me Next Month

- (Smile)You might forget about me. (humor)
- What is going to be different in a month from now?
- What do I need to say right now to get me 30 seconds of your time?

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Let Me Review The Information And Call You Next Week

- What is stopping you from making a decision today?
- It would be quicker to give 90 seconds now and I can show you 3 ways to double _____
- I'll stay on the line. I know you will have questions for me and that will save us both a lot of time.

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I Can't Afford This

- What can you commit to right now?
- Do you understand why we are the most expensive?
- I agree if were talking about extras, but we are talking about necessities.
- What if I can show you how you can?
- I believe you cannot afford to do business with us.
- The cost of owning this outweighs the investment of buying it
- Is that now or this year? (humor)

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I Don't Have The Money To Do This

- Is money the only issue?
- Obviously you have a reason for saying that, can you tell me exactly what it is?
- If I can show you 3 ways how this product/service will pay for itself, would you be interested?
- This product/service doesn't cost, it will make you money.
- Let's visit about this. I know there is a solution.
- I know that is why I am here.
- That is why we have a finance plan.

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It Sounds Too Complicated/Hard/Confusing

- That's exactly why I am here
- That is the great thing about our product/service.
- What exactly do you mean by complicated?
- Confusing in what way?
- Compared to what?
- Could you give me an example of too hard?
- Do you remember what it was like to teach your children to ride a bike? It does seem a little complicated at first, but then it become second nature.

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I Need To Talk To My Boss/Partner/Spouse First.

- When are you going to talk to them?
- What exactly do you need to talk to them about?
- I understand, I thought you were the decision maker on this one. What is holding you back from making a decision today?
- Is there a good reason to put off this decision?
- I encourage you to do that. What can I do to help you with that presentation?
- Can we go/call together? I know there will be questions that only I can answer.
- I have been doing this for 10 years. It might take you time to learn my presentation. Let me save you time and effort by having us both be there.

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I Am Going To Shop Around For A Used One/ Go To Ebay

- We both know that will cost you more in the long run. What are you really looking for?
- You know that the warranty/guarantee would be void on a used version.
- You be able to save initially, but this new model can only be purchased through me and the older models don't have this feature
- What do you expect to find?

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I Need To Shop Around The Check Out Other Prices

- What exact price are you looking for
- Where do you plan to go?
- Thanks for telling me that, I have all my competitors' price lists right here. I can review them with you.
- I want you to shop around. What other companies to you intend to contact?
- Perfect, you get a couple of prices and I will call you tomorrow to explain the differences. What time is best for you?
- I understand, I guarantee we have the lowest price, that is why we offer a triple the difference on what you purchase today.

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I Am Going To Get 3 More Estimates

- What would happen if you did not get any more estimates?
- I know you don't have a lot of time. I can save you the time by providing _____
- OK, what criteria will you be using as you shop around?
- What exactly are you looking for?
- Perfect, do your research and let's meet. If you can find a deal that is better than mine (and you won't) I will match it.
- Who told you that you needed more estimates?

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Risk

(Consequences Of Failure - Cost Vs Benefit -Real Or Imagined)

- I am not the decision maker or finding the decision maker
  - (scared on making a decision)
- I need to think about it
  - (can't see themselves doing it)
- We are going to talk it over.
  - (buying time, fear of bad decision)
- This is way too risky for me
- Your company is brand new, I need to work with a more established company
- You are the only one in your company. I need to work with a larger company
- I tried that once before and it did not work
- I am not going with a new unproven product
- I heard bad things about your company/industry
- How long have you been in business?
- How much experience do you have?

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I Am Not The Decision Maker or Finding The Decision Maker

(Scared On Making A Decision)

- Who is responsible for making this kind of decision?
- What do you think the most important criteria your boss is looking for?
- Were you expecting to make this decision by yourself or with someone else.
- How long does it usually take to make a decision like this.
- Oh, can you explain to me exactly how the decision making process works?

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I Need To Think About It

(Can't See Themselves Doing It)

- I understand, what do I need to do to get your business today?
- What prevents you from making a decision today?
- You have thought about this for a long time. You don't need to invest more time in thinking about it. Lets save some time and get this decision out of the way.
- Can I make it for you? (humor)
- What exactly do you need to think about?
- Are you going to think about the product or the price?
- You bet, before I go, can you tell me all the reasons for and against this purchase? I can wait. (smile)
- Let's think about it together, you know the saying - two heads are better than one

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We Are Going To Talk It Over

(Buying Time, Fear Of Bad Decision)

- Great, can you tell me what concerns you have?
- What exactly are you going to talk over?
- What exactly about the product/service excites you the most?
- What concerns you the most?
- Sure, I can wait. (smile)

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This Is Way Too Risky For Me

- What exactly do you mean by risky?
- How can I help you feel more confident in your decision?
- That is why I have taken all the risk. Take a look at our guarantee
- Fair enough, take a look at these testimonials of satisfied clients that once felt the same way.

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Your Company Is Brand New, I Need To Work With A More Established Company

- Interesting, would you mind telling me what your main concern is?
- Let's sit down and weight the pros and cons about a new company vs an established one.
- If I can show you 3 ways we are better than the competition, will you listen to my presentation.

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You Are The Only One In Your Company. I Need To Work With A Larger Company

- Exactly, I am the only one you will need to work with. You will not get lost in the cracks.
- That is exactly why you need to give me a chance to prove myself.
- Why work with a 9-5 company. You have access to me and my cell phone 24 hours a day.
- What is you main concern about working with me vs a large company?
- Is there anything about me that would cause you to say that?

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I Tried That Once Before And It Didn't Work

- Tell me what happened.
- So did I, that is why when I found _____ it changed my mind about the industry/product.
- Let me show you/explain how/why we are different.
- I'm sorry, are you ready for a different experience.
- What is the one thing you could have changed to make it a better experience.
- Is that one experience going to stop you from finding a perfect solution for your _____
- I guarantee we are different.
- Was it the product, service or timing that did not work for you.

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I Am Not Going With A New Unproven Product

- What do you mean by unproven?
- Thanks for bringing that up, this product is proven in our earlier model and the exhaustive testing and consumer trails.
- That is what they said about fax machines, computers and the internet.
- That is why you need to give us a try.

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I Heard Bad Things About Your Company/Industry

- Really? What exactly did you hear?
- Wow, let me share both sides of the story.
- Why do you think people say things like that?
- That is why we maintain a perfect record with the BBB

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How Long Have You Been In Business?

- Long enough to know how to make you _____
- _____ years and ____ happy clients.
- Enough experience to be the top producer in the company.

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How Much Experience Do You Have?

- Long enough to know how to make you _____
- _____ years and ____ happy clients.
- Enough experience to be the top producer in the company.

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Representative

(Didn’t like you or Knee Jerk Reaction)

- Get out of my face/ quit pushing so hard
- Like other company rep better
- We are not going to buy from you
- I am on the do not call list
- How do I know you are really with _____?
- I don't do business with people I have never met
- Last time I talked to your company I got screwed
- How did you get my name/contact info?
- Why should I listen to you?
- I have heard bad things about you/company
- Why are you calling me?
- I don't believe/trust you
- I don't even know if you are a legitimate company

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Get Out Of My Face/ Quit Pushing So Hard

- I apologize, that was not my intent. Why do you feel I am pushing too hard?
- Sorry, if you were me how would you handle this situation.
- My fault. I get so excited about this product/service sometimes I can be perceived as pushy. Can I show you 3 ways that I can save/make you money

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Like Other Company Rep Better

- I can appreciate that. If I can show you how much you can save, how I can grow your business, can I have 3 minutes of your time?
- He/she is a great person, but I can show you the 3 differences that will make you more money.
- If I can prove have we are better and can help your business, can you give me 90 seconds.

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We Are Not Going To Buy From You

- Smile - What did I do wrong?
- Ouch, I respect your feelings, may I ask why?
- It sounds like you put a lot of thought into this. Can you help me out and tell me the pros and cons of working with me?
- Who are you going with? Was it a matter or price?
- I'd be interested to know what exactly helped you make your decision.

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I Am On The Do Not Call List

- My apologies, according to my records you requested more information on _____
- Hey so am I, why did you want more info on _____
- According to my records you need to _____
- Why do you think I am calling? (smile)

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How Do I Know You Are Really With _____

- I can appreciate that. How can I fix that?
- What if I give you our main corporate line? Will you promise to call me back?
- Do you have caller ID? Good. Now you know who I am.
- Do you want to talk to my boss?

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I Don't Do Business With People I Have Never Met

- When can we meet?
- That is why I am calling you.
- What do you want to know about me?

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Last Time I Talked To Your Company I Got Screwed

- What makes you think you got screwed?
- Please tell me about your experience. I am here to make it right.
- I understand, many people confuse us with _____

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How Did You Get My Name/Contact Info

- So much for breaking the ice (humor)
- You were referred as someone who _____
- Not sure, I was told you were someone who wanted _____

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Why Should I Listen To You?

- I have called you _____ times. Aren't you interested why I have been so persistent?
- I know you are looking to _____. I just happen to have the perfect solution.
- Based on what I know about you, we need to be doing business together.
- $100,000, $1,000,000...

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I Have Heard Bad Things About You/Company

- I am sure it was from a competitor. Do you want to know the truth?
- What exactly did you hear?
- That is why I am calling.

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Why Are You Calling Me?

- I am calling all the top producers in _____
- Why do you think I am calling you?
- I have been designated to help you make _____
- $100,000 increase in _____

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I Don't Believe/Trust You

- What exactly did I say that caused you not to believe/trust me?
- Why do you say that?
- What causes you to trust/believe in someone?

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I Don't Even Know If You Are A Legitimate Company

- How would you like me to prove that to you?
- That is why we are a member of the Better Business Bureau (BBB)
- That is why we have been licensed to _____
- That is why I collect testimonials of people just like you. Go to www.[yoursite].com and see the 100's of success stories.

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Help - Making it Work

- **During the Objection Phase**

  Be Sincere
  Stay Genuine
  Customize objections to your personality
  Confident in your delivery
  Lower pitch voice at the end of an objection (exudes more confidence)
  Vary inflection
  Pauses to maintain their attention

- **FYI**

  Some will fell unnatural to you.
  Everything new feels unnatural the first time.
  Maintain your trust level
  Keep their emotions involved
  Match their personality

Things that will hurt your ability to solve objections

Monotone Voice
Prejudging the prospect
Soft voice - triggers uncertainty
Loud voice - triggers the feeling of high pressure
Never stare down them down
Don't take it personally they are requesting more information.

Fill in The Blank Ideas

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Help - **Fill in the Blank Ideas**

This is a no brainer
Turn things around.
3 ways you can make this a great year
Based upon your needs and our product this is a perfect fit
Make a decision today
We are only talking about 10 cents a day for twice the features
We are not the cheapest, but the highest quality
Let me show you the weekly/monthly operating numbers
Pay for itself
Return on investment
Quality
Best price
Guarantee/warranty/financing

Double your order
Gives discounts
Give me 8 minutes of your time
Requested more information
Change your bottom line
One great reason
Let me take 30 seconds
Get me 30 seconds of your time
3 ways to double _____
Outweighs the investment of buying it
3 ways how this product/service will pay for itself
Doesn't cost, it will make you money
There is a solution
Save initially
Weight the pros and cons
Increase sales 15%

More

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Help - **Fill in the Blank Ideas**

Show you 3 ways we are better than the competition
Chance to prove myself
This product is proven
Exhaustive testing & consumer trails
Get so excited about this product/service
How much you can save
How i can grow your business
Make you more money.
Prove have we are better
Help your business
What will change in two months?
Can you give me 90 seconds.
Perfect solution
Best product on the market
Save you time
Making/saving money
Solved their problem and increased their revenue.

Solution to your challenge
Not a perfect fit
Competitive workplace
Extremely happy with our unique features
Newer/updated version
In repairs and take away your competitive edge
You requested more information
Show you 3 features that will open your eyes to
Love your opinion
Works best for you
Save/make
3 specific ways
Small favor
5 min meeting
Answer a few questions
Ready to see/talk me
Most important call
Trying to reach him/her
Save/make (benefit)

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