



# Objection Management

*Step by step inhouse program*





## To Buy Or Not To Buy

On many occasions, your well prepared and scripted presentation to a perfectly qualified prospect will bring your prospect to a clear Decision Point: To buy or not to buy your product from you, right now!

Your presentation – and your prospect’s understanding of it – is so clear and comprehensive that all of the facts needed to decide in your favour, have been presented and appreciated and will have resulted in your prospect giving you an indication of their preparedness to proceed to a close.

If, during or at the conclusion of your presentation, your prospect has not asked to buy your product, you will proceed to “ask them to buy”.

Asking them to buy can only have one of two outcomes:

1. They will agree and you will proceed to close the selling process.
2. They will raise an objection.

There will be occasions when your prospect will be wanting to decide – wanting their wants satisfied - but may need further information before feeling comfortable in accepting your product as their solution.

That need for further information will nearly always manifest itself in the form of ***an objection***.

## Golden Rule of Objection Management

An objection is always a request for further information. Your prospect wants you to provide an answer that will enable them to continue to process their product purchasing decision.

Objections are a special class of Buying Signal. If your prospect was not interested, they would walk away, and not waste their time and energy asking you to provide the missing pieces of their “decision puzzle”.

This manual contains 50 pages and will provide a comprehensive in-site to Objection Handling, plus answers to the vast majority of objections you are likely to encounter



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