



Sales Prospects

Step by step inhouse program



Strategies To Crack The Sales Objections of The 17 Most Troublesome Prospects



STRATEGIES TO CRACK THE SALES OBJECTIONS OF THE 17 MOST TROUBLESOME PROSPECTS

Welcome to Strategies To Crack The Sales Objections Of The 17 Most Troublesome Prospects, a compendium that provides you with practical and easy-to-follow advice on how to deal with the 17 most difficult prospect behaviours you're likely to encounter.

Prospects can raise any number of objections (reasons for not buying your product or service). Some are real objections; others are a smoke screen to hide reasons that the prospects may be embarrassed to admit. To successfully sell to them your job is first, to discover what the "real" objections are and second, to overcome them.

To successfully sell, you need to be part psychologist, detective, motivator, social worker, trainer, social worker and consultant. You need to be able to get inside your prospect's mind, understand their fears, motivations and weaknesses. You need also to be able to ethically influence them to realise that what you're selling is what they need and want.

Strategies To Crack The Sales Objections Of The 17 Most Troublesome Prospects provides you with 17 psychological/behavioural profiles of reluctant prospects, possible reasons for their objections, and numerous strategies on how to overcome these objections. In order to successfully sell to these prospects, you'll also need to have a number of well-developed personal skills.

High on the list is your ability to actively listen to what prospects are telling you. You need this skill in order to be able to determine what the prospects' needs are ... and then show how your product or service can provide prospects with a solution.

Another vital skill is the ability to get to know what makes your prospects tick and an in- depth knowledge of their business or their circumstances. The more you know about your prospects, their business and their circumstance, the better you will be able to understand ... and ultimately meet their needs.

Whenever you encounter a prospect you're having difficulty in selling, turn to the Table of Contents of this compendium and read the section that matches the prospect's behaviour. Keep Strategies To Crack The Sales Objections Of The 17 Most Troublesome Prospects handy and refer to it often.

Happy Selling!

P.S. Throughout this compendium we refer to 'product' being that which you sell. If you are selling a service, substitute the word 'service' for product.

This 97 page program will provide you with a comprehensive understanding on how to handle those 'difficult' prospects you will encounter from time to time.



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