

CIAB NOTES How to Handle Objections like a pro:

- 1 - Unspoken objections: answer open ended questions and they will be more likely to open up such as why what when how
2. excuses , not serious. - nod smile agree then ask questions
3. Prospect says “I’m not in the market or I cant afford it etc” You say “thats alright, most people in your situation felt the same way when i first called them. Now they have become my best clients nd they recommend me to their friends and family
4. Malicious aggressiveness: They take out there anger they hav at their boss or spouse on you, take control by asking questions
5. Request for info: You know how to answer this, youre in a good position
6. Show off objections: they ask complex questions, take the low road “you know alot about this im impressed, make them feel important and warm them up”
7. Subject / personal: critical to you, you may be talking too much about you. Centre the attention on them
8. Factual objection - how does x work, if you can answer these you can close.
- 9 . General sales resistance - break it by saying “ can i ask you a couple of questions”
10. Last ditch - assure them at a good price and that everyone else that uses it is satisfied.

Content In A Box Task (CIAB):

Topic: **How to Handle Objections Like a Pro: Turn I have to think about it Into a yes**

Headline:

How to handle objections like a Sales **SUPERMAN** (on steroids), without chucking the client out the window.

Outline:

Subject: The 3 easiest ways to smoothly handle objections

Problem: Naturally as human beings we are complete shit at handling objections, normally its “uh ok’ our brain just turns off,poof...no more brain.

Agitate: its all bullshit and no matter how much you tell yourself “But I cant handle objections like a professional. You sound like a whiney 3 year old.

Solve: Now, if you’re a whiney 3 year old click off if not heres the 3 ways to handle objections like a sales superman.

1. If they say the can’t afford it say “Thats alright, many others in your exact situation said that at the start, now they are my best customers and refer me to their friends and family.
2. Always agree, never say no that’s bullshit why would you say that.
3. If they criticise you, you're probably waffling on about yourself, talk about them and their problems.

Close =

If you want to know how to master handling every single objection without slipping up and throwing the whole sales call into a fiery pit of death then fill out this form <form link>