

PLSTips.com Week #5: “Overcoming Objections” Part 2

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7 STEP METHOD TO HANDLING OBJECTIONS:

1. HEAR THEM OUT!

2. Isolate the objection:

“Outside of that, is there anything else causing reluctance?”

Make sure to isolate the objection from the start. Most of the time the objection is NOT REAL! Isolating the objection will let you use that against them if they try to use another one after you have overcome the objection.

3. Clarify the objection:

“So what you are saying is, if _____ was not an issue, you’d be starting the 7 day free trial right now correct?”

This question is allowing you to clarify with the prospect that there is nothing else causing them from not moving forward. Basically what you are saying is, “If I can prove this objection to be non-existent, we’re doing business right?”

4. Put in a softening statement:

“I completely understand why you would feel that way. A lot of my current clients felt the same way you did before starting with the Power Lead System.”

People want to know that you care and that you are listening to them. They also want to know that there is someone else out there that has the same issue. Let the prospect know you have already dealt with this issue before and that the person who had the objection is now a happy customer.

5. OVERCOME THE OBJECTION!

This is where you NEED to have your scripted responses memorized. You don’t want to sound like you are reading to the prospect because they’ll feel faked with a scripted response that has no emotion behind it. SOUND REAL! (see “Objections OVERCOME” section for examples)

6. Confirm your answer:

“Have I satisfied your concern?”

“Does that seem fair?”

“Does that answer that for you?”

After you have overcome their objection, clarify with the prospect that it is indeed, non-existent. You’ll need a YES from this question in order to continue.

7. Finish the sale!

“Great! Let’s get started...” (continue with the enrollment process NOW!)

Once they have said YES to the above question, CLOSE THE DEAL! Assume they have just said yes to sign up with you and get them started RIGHT AWAY! Assume the sale! There’s been plenty of times where I “knew” the client was not going to move forward but I stuck with my system and they signed up. I’d get off the phone and say “How did I close that one!”

YOU CAN DO IT!!!

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REBUTTALS:

1. **“Just send me information”** *(just trying to blow you off, if they have an interest, they’ll invest the time)*
CUSTOMER: “I’d love to just send you an email with everything I’m talking to you about over the phone, but the thing is, I’m investing the time to pick up the phone and call you directly so I can be your direct source to answer any questions you have about the system and also show you EXACTLY how YOU can use it to promote ANY business you want!

So let’s just take the 2 minutes to show you what this INCREDIBLE system can do for you in saving time AND money and if it makes sense, we’ll keep talking, fair enough?

OPPORTUNITY: “I’d love to just email you all this information but the thing is, I’m trying to find leaders who are willing to invest the time it takes to take themselves to levels they’ve never been in life. I’m willing to invest the time in giving you this call today.

Anything an email can do, I can do, PLUS I’m here to answer ANY questions you have and show you EXACTLY how you can use the Power Lead System to build a MASSIVE residual income!

Let’s take the next couple minutes to see if this works for you, if it doesn’t, no worries, I can take a no just as easy as a yes. Does that seem fair?

2. **“Not Interested”** *(right on the initial contact, they say they’re not interested)*
CUSTOMER: “Of COURSE you’re not interested, I haven’t even shown you what it is yet! Let me take the next 2 minutes to show you EXACTLY how you can use this system to promote ANY business you want. If it makes sense, we’ll continue, does that seem fair?”

OPPORTUNITY: “Of COURSE you’re not interested yet, I haven’t shown you what Accelerated Leverage is all about yet. I didn’t want to listen when I was first introduced to this but after I listened for 2 minutes, it all made sense. That’s all I’m asking, let me show you what this can do for your life in the next 2 minutes. If it makes sense, we’ll continue, does that seem fair?”

3. **“Being too pushy / high pressure”** *(they feel you are being too pushy in closing the sale)*
CUSTOMER: “My apologies, please don’t confuse my enthusiasm for my product for high pressure. I just REALLY feel the Power Lead System can do wonders for what you are promoting. Like I said, one of the best tools YOU’LL be able to utilize in the system is (fill in a benefit here).

I just want to see you successful online and the Power Lead System can do that for you. There’s no risk either. You have a FULL 7 days to try the system. If you like it, keep it, if not, you don’t pay for it. Doesn’t that seem fair?

OPPORTUNITY: “My apologies, please don’t confuse my enthusiasm for my product for high pressure. I just REALLY feel the Power Lead System can do wonders in helping you achieve the goals we talked about earlier in our conversation.

Your success is my success. I wouldn’t be still on this phone call with you if I didn’t believe this was something you can do, and do well! Let’s give it a test run. You’ve got a 7 Day Free trial to test the system. IF you like it, keep it. If not, you don’t pay for it. I’m sure that seems fair right?

THE CALL BACK:

Note: This close is used when you have already sent information to your prospect and you are calling them back to close the sale. You don't not start with "Hi I wanted to see if you reviewed the info?" NO! Assume the sale!

"Hey _____. It's _____ on behalf of the Power Lead System. I sent you information on _____ that had some videos and a link to my website with more information about our ALL in 1 marketing platform and how you can use it to promote ANY business!

I'm sure after you reviewed my info you are just as excited about the product as I am! I wanted to see if you have any trouble getting setup for the FREE TRIAL. I've got some time now to walk you through it so we can get you started.

Go ahead and pull up the email I sent you, I'll wait... **(DO NOT SAY A WORD AFTER THIS! WAIT!)**