

PLSTips.com Week #4: “Overcoming Objections”

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1. 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.

2. 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?”

3. 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.

4. 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)

5. 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.

6. 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 signing 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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Objections OVERCOME:

1. “I want to think about it” (no one EVER needs to think about it)

“I understand how you feel _____, and trust me, a lot of my current clients felt the same way before starting with us as well. But what they found was, by thinking about it, it actually put them at a disadvantage! And here’s why: Statistically speaking, every day you are “Thinking” about it, you actually LOSE 50% of what we’ve discussed today! So by tomorrow, you’ve lost half the details of what I told you about the Power Lead System. So let’s do this _____; let’s make a more informed decision for yourself while everything is fresh in your head. Obviously, there’s something we haven’t clarified enough for you, so let’s be honest here _____, what do I need to do for you to get you started on the free trial TODAY?”

2. “I can’t afford it” (means you haven’t shown enough value)

“I understand when people say that _____, and I think that what you should realize is that you really can’t afford NOT to participate right now! You see, when you take into account all the time and money you’ll save by being able to automate most of your online marketing, you could look back on this decision and realize this to be one of the SMARTEST and most COST EFFECTIVE decisions you’ve EVER made.

A good short term decision to get started TODAY can turn into a great long term decision that will actually make AND save you money! So do yourself a favor and make the decision to move ahead with this TODAY! We start you on the free trial so you can test the system 100% to see if it’s going to work for you. You have and endless amount of resources at your disposal to help you each step of the way! Does that seem fair?”

3. “I need to show this to my partner / spouse.”

“That’s perfectly fine _____. I think you should show this to whomever you need to make sure they’re on board as well. And let me ask you something; if after you show this to them, they say ‘It looks great, whatever you want to do’ is this something that YOU would move forward with today?”

(Any answer other than yes means the objection was a smokescreen so you need to uncover the real objection. If the client says YES, confirm and make him your ally)

“Great! Then I take it you’re going to RECOMMEND this to them right? Wonderful! What can WE do to make sure they agree with us?” (Find out what the next step will be and try to 3-way the call)

THE TAKE AWAY:

Note: This is a very effective type of close and should only be used after 4-5 rebuttals and your client still won’t budge. The theory behind this is simple: people want what they think they can’t have. A good take away to use is:

“You know _____, maybe this program isn’t for you after all. I don’t want you to think that I am pushing you to purchase today. I mean, the Power Lead System is going to go on *with* or without your participation. And my team and I are going to continue to provide this quality product to thousands of companies and individuals around the world and soon to be millions.”

“You see _____, you can let this opportunity pass you by like I’m sure you have many others, but you have to realize that you *can’t* score a touchdown sitting on the bench! Now I *know* that you are interested in this sort of program or we wouldn’t be talking right now. And I *know* that you can *certainly* benefit from the income this program can produce. After you see the results 1st hand, you’ll continue to use the Power Lead System for years to come, and that is what we BOTH want. Like I said before _____, all I’m asking is for you to test drive the system with our 7 day free trial. There’s no risk for you to see how incredible this system really is. Does that seem fair?”