

Be Connected for Success

Here's a formula for overcoming objections when you "know" the person is interested:

1. Listen attentively to what the person is saying.
2. When a person presents objections say something like, "What do you mean by that?" or "Tell me why you think that way?" in order to fully understand the objection from their point of view.
3. Repeat the whole dialog back to them, paraphrasing what they said, as follows:
 - So let me make sure I understand what you are saying:
 - You said you would like to (list benefits)
 - But you don't feel as though you could because (list objections)
 - Is that correct?
 - Is there anything else?
 - <FIRSTNAME>, if you could get (repeat the benefits) and (the objections listed out) weren't a problem AT ALL... Actually, do you have a paper and pencil handy? Do you think having (the benefits) would change your life? Here, write down this website!