

Final Part Of Objection Handling

Magic rule: If some one isnt buying there is an objection. If some one is buying, there is no more objection.

Meaning, a prospect will automatically buy once there is no more objections.

So how do you close? Handle and objection. After that, ask for the close. If there is more objections, handle those also and ask again for the close.

Objection handling. Close. Objection handling. Close. Etc

Repeat your close attempt after each objection handling.

Now what do you do if you don't know if the objection is a real objection or an imaginary one?

Like "I need to talk to my wife" could be both imaginary and real.

The safes method would be to handle it as an imaginary objection (turn the reason not to buy into a reason TO buy). If it comes up again, handle it as a real objection(actualy get the objection physically solved). Simple as that.

Fake objections? You know the drill on that! Just dig deeper into it.