

## Objection Handling Part 2

Imaginary Objections are the second type of objections.

The thing is, these type of objections are based on fear, and only exists in the prospect's head.

These type of objections can include things like:

"Too much time"

"Too far away"

"Speak with my wife/husband"

"Too expensive"

And more.

Lets take the "Too far away" objection and see how we can handle it.

A sales person might answer: "I totally understand you. It is far away. And you know what? I think that is why participating in this program is going to be so good for you. You can get away from work a little bit, be at a place where no one will disturb you, plus the time you take walking to the location will be a great warm up for the program! Any other reasons not to go ahead with the program?"

What did I just do here?

I did the following:

1. Acknowledge or agree with the prospect

2. Take the subject/concept of the objection and turned it around
3. Asked for the close again

Simple as that.

You simply take the reason why no to do something and turn it into a reason WHY to do it!

This is how you can be very persuasive.