

Reposition Objections

A smart and easy way of closing deals would be to reposition objections.

Making something SERIOUS into easy going fun.

Making something BIG into a tiny little furry and cute rabbit.

Yes, I am talking about re-positioning!

How can you use repositioning to handle objections? It all comes down to framing.

Like if the prospect says "That's TOO much money."

You can reposition the objection by saying what the prospect said in lighter words "Yeah, it does cost a bit of money". You see? We agreed with the prospect! Used what he said, but framed it so it doesn't sound like a LOT but "bit of". Sounds so much more bearable right?

If the prospect says "It's SOOO FAR." Simply reposition by saying "It is not the nearest of all places. Might take some walking." Again, it sounds soo much lighter.

If the prospect says "I CANT". You can say "Yeah, I mean it might not be the easiest to use this product, but it will worth it."

Again, lighter framing. Less serious. Less of a resistance, less holdup in closing the deal!