

Intro:

“Hey (prospect’s first name)! My name is (____) I am calling from (company’s name). The reason why I am calling you today is because we are reaching out to people in your (area/industry) to offer a great deal on (service being sold). Are you interested in (benefit) and (benefit) to get/achieve (result) in general?”

Prospect: “no”

Prospect: “yes/maybe”

“Alright. Would there be a way I could still create interest in helping you in (problem). Maybe now or later?”

Yes

Nothing

“What Would it be?”

Listen carefully, and act accordingly to your findings.

“I understand, no problem. Thank you for your time (prospect’s name) and have a great day!”

Hang Up

“Excellent! We have been servicing this area for (amount of time) with over (number of customers) serviced satisfactorily. To best help you, and to make sure you get the best solutions, could you answer a couple of questions?”

Wait for a response, then proceed.



Handling (if prospect seems resistant):

“Would you tell me what type of experiences you had with (industry) so far?”

Prospect Gives an indifferent/positive response

Prospect Gives a Negative response.

Find as much data as you can, show understanding and explain to the prospect how you, your company and service is different than the one he mentions negatively. Then explain why. Explain how that negative thing which happened there, won't happen with you, and why it won't happen.

Proceed With The Script

Get Agreement On The Matter.



Qualifying:

Are you the decision maker financially and commitment wise on (service/industry) matters? Is there some one else or others that needs to be involved in the presentation?

IF there are other decision makers then get them on the phone or into the conversation and then proceed. Or reschedule.

Prospect:
"I Am The Only Decision Maker"

What is the budget you have for (service/product)?

When do you want to start with (service/deal)?

When do you want to get the results of (service)?

When do you want to get the (product)?

EDITOR NOTES: ALWAYS speak to the decision makers. And to ALL decision makers at once. Or at least find out what would the not present decision makers would agree to and what they Wouldn't agree to.



Problem/Goal & facts finding:

What is it that you need exactly, could you please tell me about it?

What matters most for you in dealing with (industry) representatives?

What are the most important points for you in (service)?

Why do you want to change your current (service) provider?

What interests you in (service) most?

What is it that you want & need?

What would (service) solve for you in your personal/business life?



Presentation:

(Prospect's first name), I completely understand you! What we can offer/do for you is this:

A (service) that is not (negative) and not (negative) but something that is (benefit) and (benefit) and (benefit). So you can really achieve (goal). Our (service) is delivered in just (delivery time)! It costs (price).

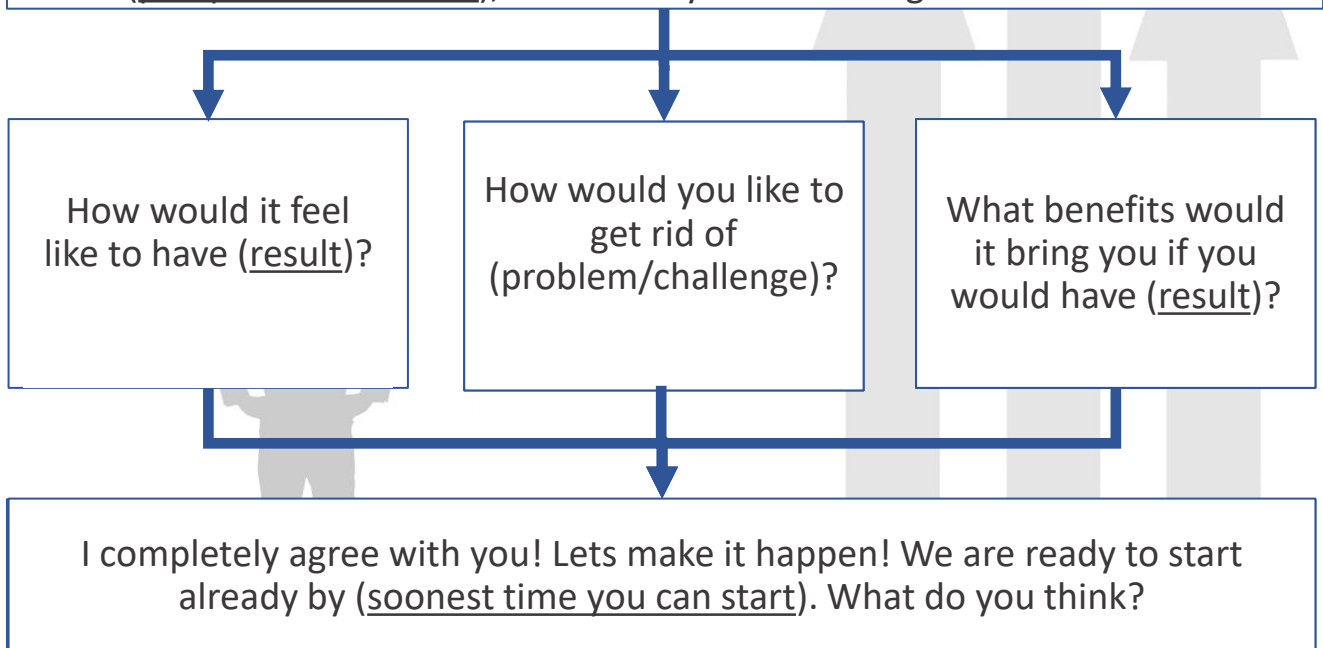
For that price you get a customer satisfaction guarantee that (explain details of guarantee). So we can achieve a 100% win-win!

The (service) has (benefit) and (benefit) to get you (result) and help you on (problem/challenge) because (function/specific).

The way we achieve (goal) is by using (function) and (function).

After we agree, what will happen is: (explain the post sale process step by step).

Now (prospect's first name), let me ask you something.



Objection Handling Part 1:

Prospect: "I need to think about it"

Handling #1: I Get it, but let's be frank, there is just something I said that you didn't like. What was it?

Handling #2:

Handling#3:

Prospect: "Let me discuss with (person) first"

Handling #1: I see you care about (person), and his/her input. You should just go ahead with the purchase now, as the best way you can show your care towards (person) is by giving them (benefit from purchase). What do you think about that?

Handling #2:

Handling#3:



Objection Handling Part 2:

**Prospect: “I am going to hear out your competition too first before I decide”
or Prospect: “I need to make some more research.**

Handling #1: Sure, I can see you want to make the best decision. And that is why I care about signing this deal ASAP. If you sign now you can still get (bonus/advantage), but its only available until (XYZ Time). I can’t promise anything afterwards. What do you think?

Handling #2: I get that you want to hear more viewpoints as well. But I can assure you that there is no one better than us. We give the best offer on quality and price. Lets finalize the deal, and I will give you a refund opportunity until (XYZ time) in case you find a better provider. But I am certain this won’t happen. So let me help you save some time, energy and effort. What do you think?

Handling#3:

Prospect: “I’m still not sure if this is a right fit”

Handling #1: I get that. I have been in your shoes. But the only way to know if it’s a right fit or not is by taking on the shoes and take it for a test run. Like with cars, I wouldn’t expect you to fully commit without trying it out first. So give us a try, and see how we perform. We are eager to positively surprise, and give you the full experience I have been talking about. Don’t forget we have a guarantee that assures you of satisfaction (provide details of guarantee). How do you feel about that?

Handling#2:

Handling#3:

EDITOR NOTES:

Legitimate Objections: 1. Come up with a solution that the prospect can agree to.



Objection Handling Part 3:

Prospect: "It's out of my budget"

Handling #1: I understand. But the only way you can achieve (benefit/goal) is by getting this deal signed. And on the bright side, once you have the (service/product), it will help you in (problem). When that (problem) is solved, you will have more resources to earn more. How do you feel about this solution?

Handling#2:

Handling#3:

Prospect: "Do you have experience in serving my industry?"

Handling #1: Yes, I/we do. In fact I've/we've been doing (industry profession) for (XYZ time), where I/we achieved (results) and (results) with (number of customers) successfully serviced. Let us prove it to you how we can achieve the same for you as well! What do you think about that?

Handling#2:

Handling#3:



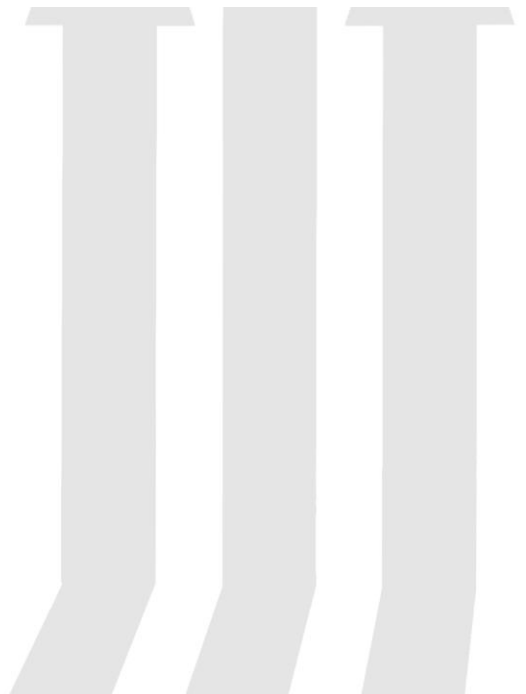
Objection Handling Part 4:

Prospect: "I need to wait for (something) to happen/arrive before I can begin"

Handling #1: I understand. But this is what you really want. I say we shouldn't wait for something, but take control and make it happen. When that (something) happens/arrives, at least you will be that much ahead in your plans, so lets save some time and effort for you and make the deal. What do you think?

Handling#2:

Handling#3:





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