

# SALES BYTES



"I WANT TO THINK IT OVER"

R2TS: QUALIFY/LOOK AT THE TRADE/DEMONSTRATION/WRITE UP/CLOSE

PRACTISE YOUR TRIAL CLOSE...

STOP SELLING START HELPING

"I WANT TO THINK IT OVER: KEEP THEM IN EMOTIONAL AND NOT LOGIC

*IS THAT A REAL OBJECTION?*

1. FIRSTLY AGREE, "NO PROBLEM WHAT IS THE BEST TIME TO GET BACK TO ME IN THE NEXT COUPLE OF DAYS SO I CAN BE AVAILABLE FOR YOU?"

GETS THEM TO RELAX AND RAISES YOUR PROFESSIONALISM.

2. IF THEY ARE NOT SPECIFIC: *ASK YOURSELF HOW MANY CALL YOU BACK?*
3. THEY SAY NEXT WEEK. "THAT'S FINE BUT I'M NOT SURE A RANDOM CALL WILL WORK WITH MY SCHEDULE I MAY NOT BE AVAILABLE BUT WHAT I CAN DO *IF IT HELPS YOU* IS SET A SPECIFIC TIME, THAT WAY YOU DON'T HAVE TO CHASE ME DOWN OR VISA VERSA. *WOULD THAT HELP YOU?*" (I DON'T MIND WAITING FOR YOU BUT I WOULD HATE YOU TO HAVE TO WAIT FOR ME)"

*DIARY ON YOUR PHONE*

4. "MARY BEFORE YOU GO...WHAT IS IT YOU WANT TO GO OVER IN YOUR MIND... SO I KNOW WHAT QUESTIONS YOU WILL HAVE WHEN WE TALK ON MONDAY" (BE CURIOUS AND CONCERNED)

THE OBJECTION MAY POP OUT

"WHAT I WILL DO FOR YOU IS GIVE YOU ALL THE INFORMATION YOU NEED TO SERIOUSLY THINK ABOUT IT SO YOU CAN MAKE A GOOD DECISION. IS THAT FAIR ENOUGH? FOLLOW ME AND I WILL WRITE IT DOWN FOR YOU."

WRITE UP

"LET'S ASSUME *YOU GO AHEAD* LATER WHO IS GOING ON THE TITLE, YOU, YOUR WIFE OR JOINT NAMES? GREAT LET'S PUT IT DOWN ON PAPER FOR YOU, YOU'RE ALWAYS ALLOWED TO *SAY YES NOW* IF YOU LIKE THE NUMBERS *AND SOLVE (THAT PROBLEM DBM) SOONER* RATHER THAN LATER AND *GET ON WITH YOUR WEEKEND.*" SOUND GOOD?

"I WANT TO THINK IT OVER" WITH THE NUMBERS

"I HAVE BEEN DOING THIS FOR A WHILE NOW AND WHEN SOMEONE SAYS THEY WANT TO THINK ABOUT IT IT'S USUALLY FOR ONE OF TWO THINGS"

1. "DON'T LIKE THE CAR, THAT DOESN'T SEEM TO BE THE CASE HERE?"
2. THE NUMBERS: THE PRICE/THE PAYMENT/THE TRADE IN. POINT TO WHICH ONE AND LETS SEE WHAT WE CAN DO. WHAT DO YOU THINK?"
3. CLOSE ON THE ONE THEY ARE CONCERNED ABOUT USING THEIR CONCERN AS THE REASON TO GO AHEAD. "THAT'S THE EXACT REASON YOU SHOULD DO IT NOW...BECAUSE..."