

Addressing Objections and Closing

Jeff Schmidt, SVP/Professional Development

Quick Read:

- Don't *overcome* objections, *address* them
- Remain focused on the prospect's objectives

Following every presentation, we have two goals:

- Get the order
- Grow the relationship

PRO TIP: do not be more focused on closing that order than on the needs of your prospect.

An objection is a _____ !

If you ask your prospect to buy before they are ready, you'll get objections and stalls.

Why Clients
OBJECT





Certified Radio Marketing Professional, Class 12

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List some of the 7 reasons clients object:

People are generally motivated in one of two ways.

1. _____
2. _____

3 PRO TIPS when Handling Objections

Step one... Know the way your prospect or client is motivated.

Step two... Figure out the REASON for the objection.

- Most common:
- lack of perceived value
 - lack of urgency
 - A competitive offer

Step three... LISTEN

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CRAM

- C- _____
- R- _____
- A- _____
- M- _____



If the answer is yes, then you hit the final stage of CRAM and it's time to move on to the next _____ or asking for the _____.

When Prospects Object ... _____!

- CLARIFY
- RESTATE
- ANSWER
- MOVE ON



You **ALWAYS** want to leave the meeting with a next step... And I don't mean, call me next week.