Objections

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Chapter 2: About Objections

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Session 2: Why Do Customers Object

Session 3: The Importance of Our Preparation for Objections

Session 4: The Difference Between an Objection and an Obstacle

Session 5: Who Wins in a Combative Environment

Session 6: Goal of the Objection Response

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Session 2: How Customers React to the Old School Philosophy

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Session 4: Is Price the Main Factor in the Objection Process

Session 5: Scenario: The Payment / Price is Too High

Session 6: Who Wins When You Make it All About Price

Session 7: Common Phrases for The Payment / Price is Too High Session 8: Scenario: You are Not Giving Me Enough for My Trade

Session 9: Scenario: I Want to Go Home and Think About it

Session 10: What Does I Want to Go Home and Think About it Really Mean

Session 11: Are the Old School Replies Inspiring

Chapter 4: DLA Objection Steps

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Session 3: When to Use an Objection Conversion Session 4: The Objection Conversion Base Script

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