

OBJECTIONS

- THE DIFFERENCE BETWEEN OBJECTIONS & OBSTACLES
 - Roadblocks vs. Speed Bumps
 - 3 Primary Objections
 - Customer mindset with objections & obstacles

- MAIN CAUSES OF OBJECTIONS
 - When objections begin
 - The sales presentation
 - Perception equals reality
 - Are objections good or bad
 - 4 magical words

- THE 4 BUYING MOTIVATING FACTORS
 - Product, salesperson, dealership, price
 - The misconception of price
 - Factors that determine the order of importance
 - When value exceeds price

- THE DIFFERENCE BETWEEN A CEMENT AND SAND OBJECTION
 - Customers mindset
 - Salespersons mindset

- THE “OLD” PROCESS
 - Repeat
 - Isolate
 - If I could, would you
 - Overcome
 - Does it work
 - Why we use it
 - What the customer thinks

- THE 4 RULES TO SALES SUCCESS
 - The rules
 - Why they are important
 - Consequences if not followed

- THE DLA OBJECTION PROCESS
 - Acknowledgement statement
 - Elements of this step
 - Importance of this step
 - Customer reaction to this step
 - #1 mistake salespeople make

- PRESENTING THE FIGURES
 - Change the perception of the numbers
 - Decrease price objections
 - Decrease trade objections
 - Power of the subtle assumptive close
 - 7 most important words