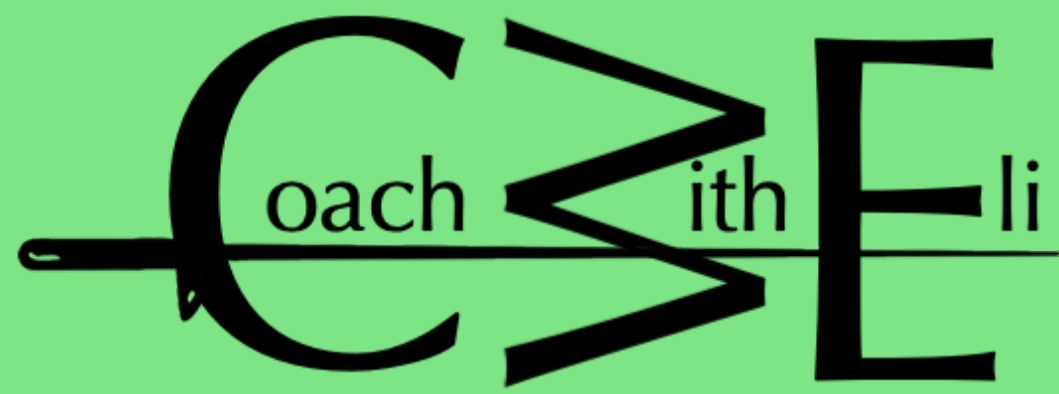


Practice Makes Perfect(er)
Objection Obliterator Closing Strategy

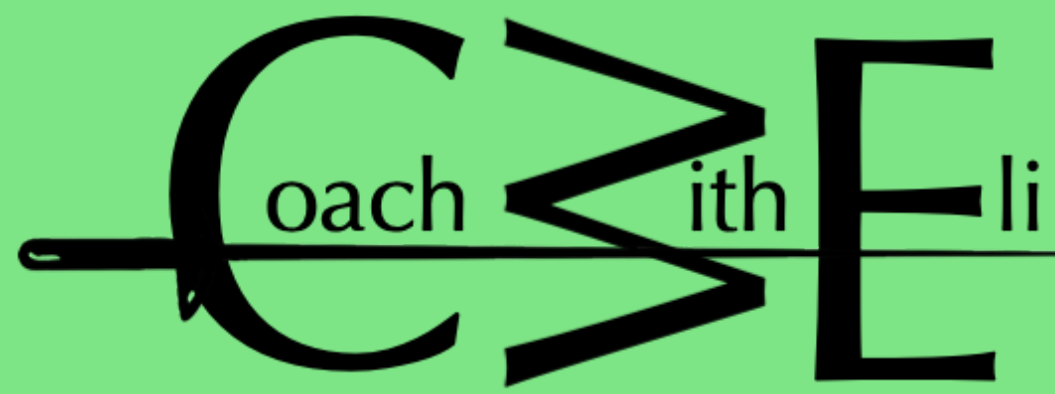


Objection Obliterator Closing Strategy

1. Create an agreement frame
2. Suggest an alternative using “what would happen if new behavior?”
3. Use a because statement and insert a reason for the new behavior
4. Reciprocate with “And if you’d be willing to new behavior, I’d be willing to concession”
5. *Offer an alternative choice close

Example or process:

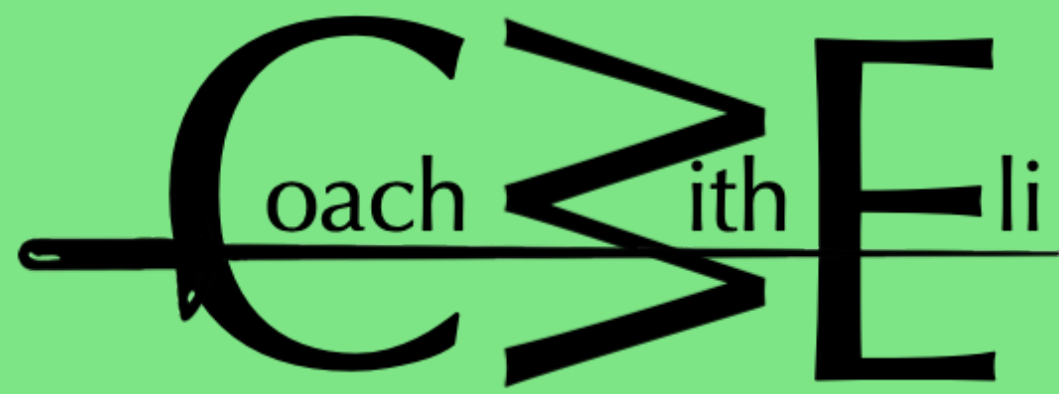
I appreciate (the objection *or* the intention of the objection). And what would happen if (new behavior)? Because (reason for the new behavior). And if you’d be willing to do that (new behavior), I’d be willing to (concession). I’m curious, what is more likely to get you the result you want? (The rationalized new behavior), or (the intention or consequence of the original objection)?



Example

Objection: Coaching is too expensive

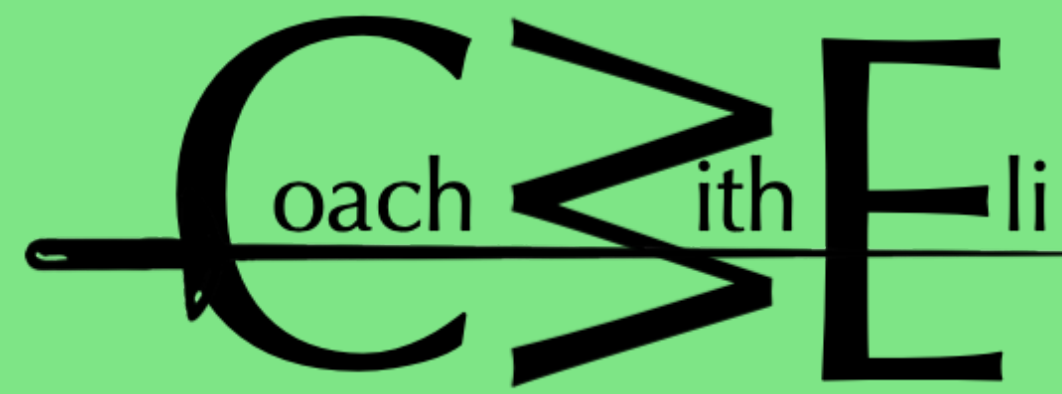
1. I appreciate that you want to be careful with how you spend money.
2. And what would happen if you hire a reputable coach...
3. Because you need help growing your business to the level where you never have to worry about money again?
4. And if you'd be willing to hire me today, I'd be willing to give you the recordings of my internationally acclaimed sales training that will help you quickly convert more leads into paying clients.
5. I'm curious, what is more likely to improve your longterm financial stability? Learning to grow your business with professional help, or cutting costs to maintain the status quo?



Example

Objection: Another agent said they will charge me only 4%

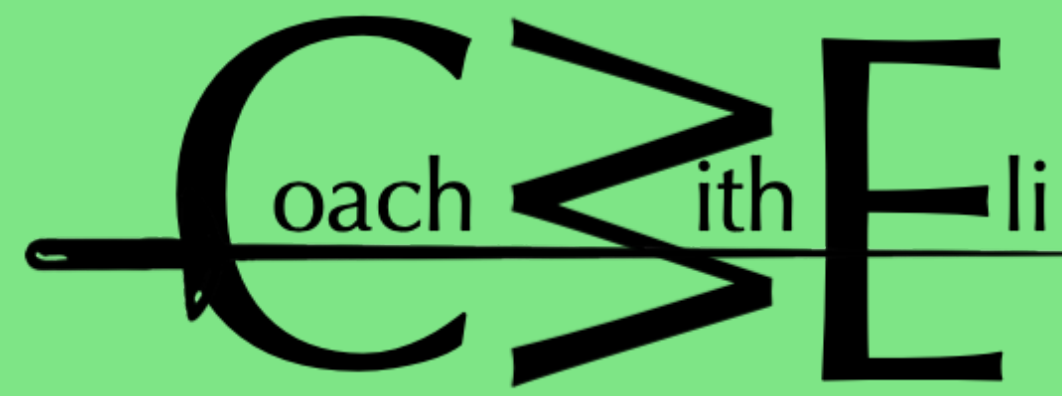
1. I appreciate that other people discount their fees.
2. And what would happen if you focus on your net earnings...
3. Because discount agents make discount sales, and my clients pocket more money because of my proven strategies?
4. And if you'd be willing to hire me at my standard rate, I'd be willing to upgrade your marketing package to include a conversion funnel website that targets highly qualified buyers who are willing to pay top dollar for your home.
5. I'm curious, what is more likely to protect your bottom line? Hiring an experienced agent with high standards like me, or working with a discount agent who cuts corners?



Practice

Practice using the objection obliterator closing strategy

- Ask for an objection from your partner
- Go through the 5 steps of the strategy
- Ask for feedback from your partner



Final Thoughts

- What questions do you have?
- Write down at least 5 AHA's from today's training
- What is your feedback from today's training?
- What is your plan for implementing the skills you worked on today?