

Addressing Objections and Closing

This process for closing is borrowed from RAB's Professional Development courses. It is not meant to be used as a script, but as a concept.

The process the first time the client voices an objection

Acknowledge: "It sounds like you have a concern about ..."

Clarify: "Tell me why you feel that way ..."

Ask Questions: "Let me make sure I understand your concerns ..."

Encourage the prospect to talk ("Tell me more ...")

The More the client talks, the lower the "wall" becomes

Calm and Disarm: "I can certainly understand why you might feel that way ..."

Review: "You'll recall we've agreed that ..."

Review the key points of your proposal and benefits you bring to the table

Ask for the order: "So if you'll initial here, we can get started ..."

If a NEW objection is voiced at the conclusion, repeat the process.

The process the SECOND time the client voices the SAME objection

Acknowledge: "It sounds like you still have a concern about ..."

Clarify: "Tell me why you still feel that way ..."

Ask Questions: "Let me make sure I understand your concerns ..."

Encourage the prospect to talk ("Tell me more ...")

The More the client talks, the lower the "wall" becomes

Calm and Disarm: "I can certainly understand why you might still feel that way ..."

Respond and reset expectations:

Ask for the order: "So if you'll initial here, we can get started ..."