THE ART OF REBUTIALING

One of the most effective techniques in enrolling many teachers is the careful and selective use of rebuttals. Many rebuttals are made readily available to you through your training materials. Many of you have probably asked yourselves how rebuttals are derived. Their construction is very simple. Knowing how rebuttals are formed may be an asset to you in the future. If you should find yourself in a position where the appropriate rebuttal will not readily come to mind, remember these five points.

FIVE POINT REBUTTAL SYSTEM

1. THROW THE PROSPECT OFF THEIR FEET VERBALLY.
2. GIVE LOGICAL EXPLANATION (why the teachers should enroll).
3. MAKE A POSITIVE STATEMENT.
4. ASK AN AFFIRMATIVE QUESTION
5. CLOSE AND STAY CLOSED – Ask for the enrollment – then be quite the next person who speaks loses.

FIVE POINT REBUTTAL SYSTEM

CONSTRUCT YOUR OWN PRODUCT KNOWLEDGE & REBUTTALS

Product knowledge and rebuttals are like the combination to a lock: if you don't know it, things just don't open up, such as consistent high income, retention, renewal growth, and management. Remember why people don't buy (Don't see the need for it and Can't afford it).

I. Throw prospect off their feet (**verbally**)

II. Give a logical explanation (why the teachers should enroll)

III. Make a positive statement

IV. Ask an affirmative question

V. Close and stay closed – Ask for the enrollment – then be quite – next person who speaks loses.

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