



REASONS WHY PEOPLE WON'T BUY

1. DON'T SEE THE NEED

2. DON'T THINK THEY CAN AFFORD IT

3. QUESTION OF THE REPRESENTATIVE'S OR COMPANY'S CREDIBILITY.

Therefore if we know these three reasons going into the sale and prepare ways to overcome these objections, we increase our odds of making a sale. (See rebuttals)

Example: "I can't afford it"

This really means: You have not given me a compelling reason why I should try to fit this into my budget. (A question of need) Even a teacher who only makes \$40,000 a year will find a way to fit one of our programs into their budget, if they see a COMPELLING NEED. (Of course the USA representative must know their market and show plans priced appropriate to that market.)

Example: "I need to think about it" or "I need to talk to my husband or wife"

This really means: I don't see the need yet.

Example: "I have a major medical plan"

This really means: I don't see the need yet.

Example: "This sounds too good to be true"

This really means: Will you REALLY do what you say you are going to do? (Question of credibility)

Example: "I need to think about it and the husband/wife objection"

This really might be a question of all three reasons. (Need, Cost, Credibility.) See next paragraph.

The first step to "Smoking Out" these hidden objections is the "Two Question Rebuttal." Once the objection has been identified, the most powerful way to address it, is to show a letter that answers that question the prospect has asked. Any letter from any state will accomplish this.

"Remember selling begins when the prospect says no"