

Persuade to Profit

Identifying Objections

- Objections doesn't mean conversation is over.
- Objections are buying signals.
- What they are saying, I would do this, but you haven't convinced me why I should.

The Most Common Objectives:

- It's too expensive.
- I don't have time.
- I need to think about it.

Industry Specific Objections:

- Ex. "I've been burned by X."