

Proactive Strategies For Dealing With Price Objections.

*Highly effective people are not problem-minded; they're opportunity-minded.
They nourish opportunities and starve problems.*

Frank Candy

- Stay optimistic and enthusiastic.
- Look for the WIN - WIN
- Be tactful. Remove your ego from the sale
- It's not supposed to be personal, don't get defensive, don't argue, some sales people win the argument to lose the sale
- Create an objections file. Know the facts
- Anticipate objections is a positive way
- Make sure you give the other party a way to look good or save face
- Be persistent
- Listen with all your senses

*Flaming enthusiasm, backed up by horse sense and persistence,
is the quality that most often makes for success. — Dale Carnegie*

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