

FREQUENTLY ASKED SALES QUESTIONS

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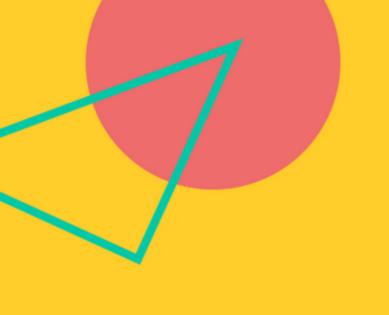


OBJECTIONS

WHAT YOUR PROSPECTS
ARE SAYING

- 1) "I can get a cheaper version of your product"
- 2) "Bad reviews"
- 3) "I'm not sure you're qualified"



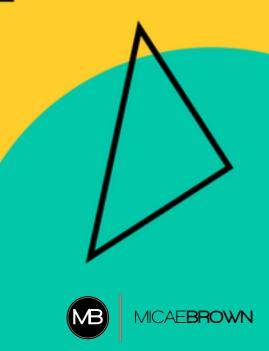


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DO YOU REMEMBER THE FOUR STEPS TO OVERCOMING COLD CALL OBJECTIONS?

LET'S REVIEW





CHANGE THE PERSPECTIVE OF THE CONVERSATION

1.HEAR THEM

Show your prospect that you hear them by acknowledging what they said. Reframe the conversation by positioning your offering as something that's complimentary to what they already use, or that it's fundamentally different.

BE THE FRIEND

2.UNDERSTAND THEM

The more you are able to loop through, the higher chance you have for good results.

BIG PICTURE APPROACH

3.DISTRACT THEM

Create a new understanding while distracting your prospect from what might be a difficult issue to resolve.

IT'S NOT ABOUT YOU! ASK QUESTIONS.

4.ASK THEM

According to a recent study by Harvard University; when people talk about themselves, it gives their brains as much pleasure as money or food. Get your prospect talking by asking why questions.

NETWORKING

Can you address racism and networking? I have been to a couple of Chambers events, but I am always one of 2 blacks. With racial tensions on the rise, how can we overcome this racial difference? Sometimes I feel that because I am black, non-blacks may (not) want to work with me. Can this be something addressed in class? This may be reason why some of us are not comfortable at networking event

-How To Sell Student

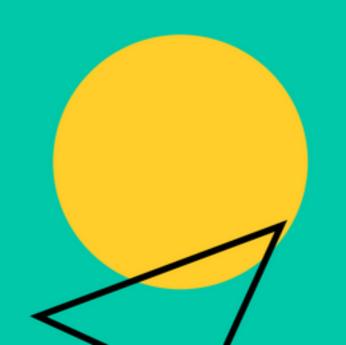




HOW DO I PRICE MY PRODUCTS/SERVICES?

RESEARCH!

- 1) Market Research
- 2) Consumer Research
- 3) Test Run









HOW DO I KNOW WHICH IDEA TO LAUNCH?

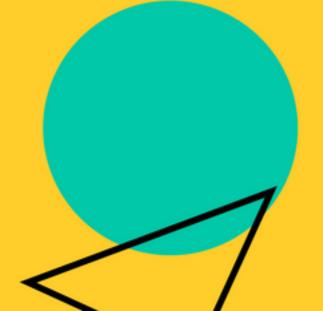
GO WITH YOUR GUT!

- What are your strengths?
- What are you GREAT at doing?
- What can you do 24/7 and it not feel like work?
- What problem do you care about solving?
- What keeps coming up and not going away?

HOW DO I HANDLE DISRESPECTFUL CUSTOMERS?

CONTROL

Acknowledge
Ask questions
Can you make it right?
Know your worth
Customer is NOT always right
Know when to let go!



DOYOUHAVE RE QUESTIONS?