



HOW TO SELL, NETWORK  
AND MAKE MONEY

# FREQUENTLY ASKED SALES QUESTIONS

PART ONE  
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# 01

## 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**



MICAE BROWN



## **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.

## **BIG PICTURE APPROACH**

### **3. DISTRACT THEM**

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

## **BE THE FRIEND**

### **2. UNDERSTAND THEM**

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

## **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

# 02

# HOW DO I PRICE MY PRODUCTS/SERVICES?

**RESEARCH!**

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

03

# 04

## 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!

05

The background is a solid teal color. It features several yellow-outlined geometric shapes: a triangle in the top left, a triangle in the top right, a triangle in the bottom left, and a triangle in the bottom right. A large, solid pink circle is positioned on the right side of the image, partially overlapping the text.

THANK YOU!

**DO YOU HAVE  
MORE  
QUESTIONS?**

