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MARVIN MONTGOMERY'S

SALES TIP OF THE WEEK

BROUGHT TO YOU BY ERC



You should never give your customer the impression that you have been caught off guard when they raise an objection. Expect to have resistance in five basic areas. Price, postponement, competition, fear of change or a personal reason that they did not share initially.

You have three options to make sure you clarify what the real resistance is. When the customer says your price is too high, use one of the following to isolate and clarify the real issue.

1. Ask a question. "I am surprised to hear you say that. Why do you feel the price is too high?"
2. Paraphrase / Repeat back and then pause. "So If I understand you correctly you feel the price is to high."
3. Remain silent. Don't say a word. Let silence be your friend. If you have the patience to be still for just a second they may continue their thought and clarify the meaning. Once you have the clarification, you can respond with the correct answer and close.

To book Marvin for your next training session or speaking engagement, contact Chris Kutsko at 440/947-1286 or by e-mail at ckutsko@ercnet.org.

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