New Language of Sales
The Coach Approach to Sales

OBJECTION HANDLING CONVERSATIONS

<u>One of my family members is an Advisor</u>
Do you find it challenging at times working with family members?
If they answer YES…
You can say "I understand that on one hand you have your family's relationship to consider and on the other hand you have your family's financial best interests to consider. It's only natural to be pulled between one and the other. It can be difficult, can't it?
Get them talking.
Have you considered looking at other approaches?"

<u>I already have an Advisor</u>
I'd be surprised if you didn't
What I do know is that situations change, Advisors move, change jobs or retire and many people simply outgrow their current Advisor. I would appreciate the opportunity to meet this way if anything should change somewhere down the road, my goal is that you'll feel comfortable calling me.

<u>Send Info</u>
I could do that but my kits are generic with no product information as I don't know anything about your specific situation.
Probably the best thing to do is to have a brief meeting so I can better understand your current situation and put together a package that would be meaningful to you.
I'm looking at my calendar the week of _________ and I have some time available towards the end of the week. What's your schedule like on ________?

If the only next step you can get is an info package, tell them you have 3 basic packages.

> One is geared towards investors with $100-$500k, one for investors with $500-$1m and one for investors with $1m+. Which package would you like?
> You have now qualified them and…..
> By the way, all the packages are the same!

<u>Call me in September/January</u>
What I know from my experience is that our schedules tend to fill up quickly in Sept/Jan so why don't we pencil something in now and I'll give you my contact info should you need to reschedule. This way I can block off the time in my calendar for you.

New Language of Sales
willa@newlanguageofsales.com
416-763-2991