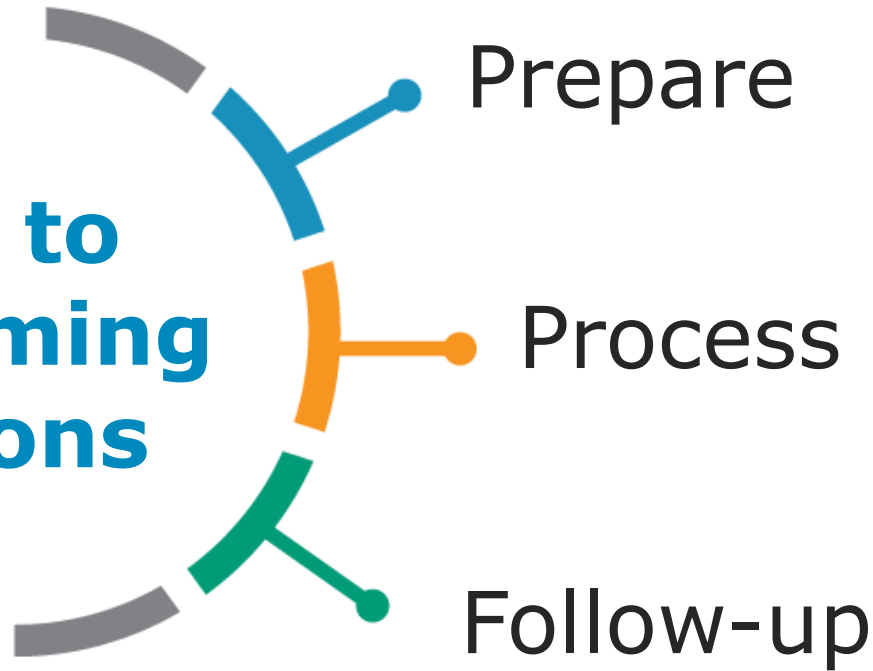




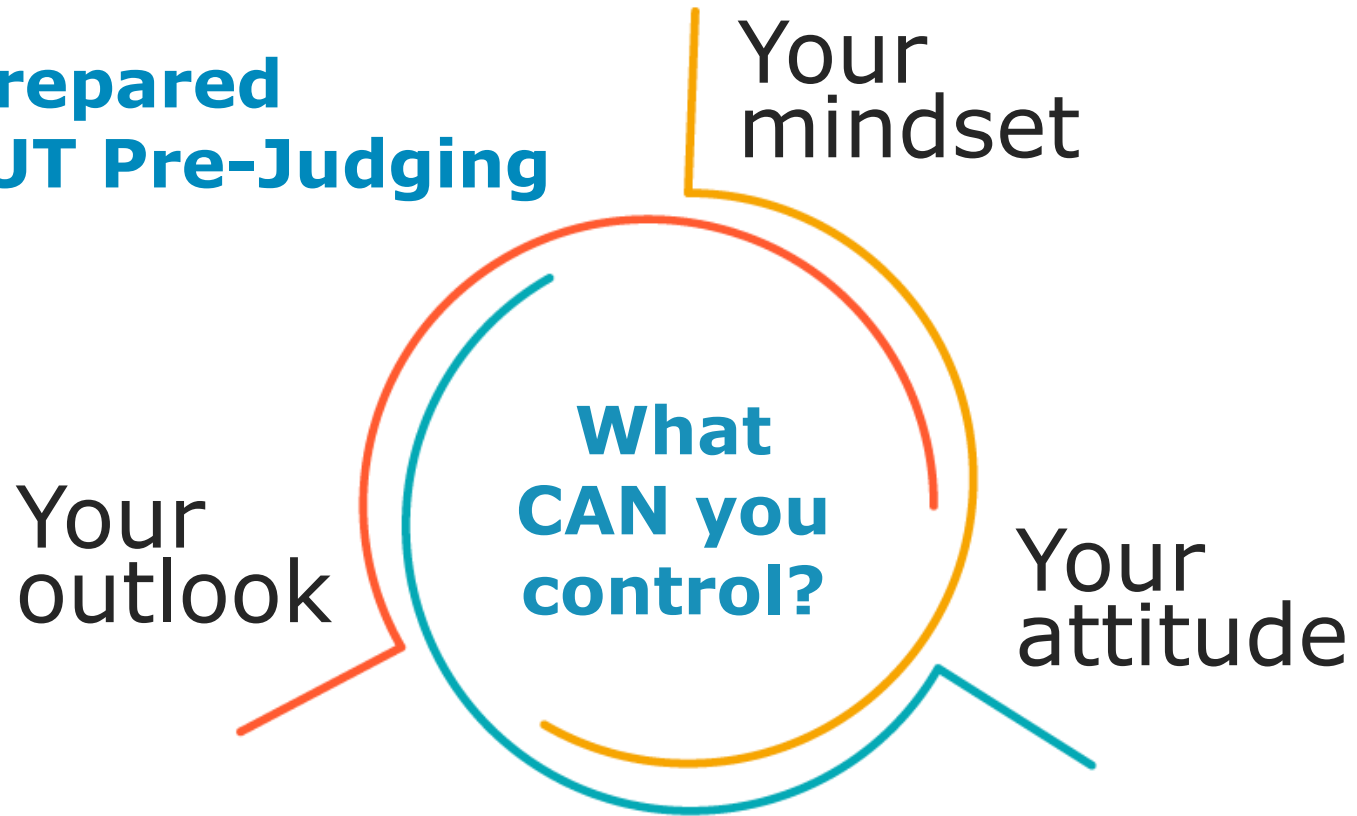
Overcoming Objections Post COVID-19 and Selling in Tough Times

Bill Connerton, VP Sales
April 23, 2020

3 Steps to Overcoming Objections

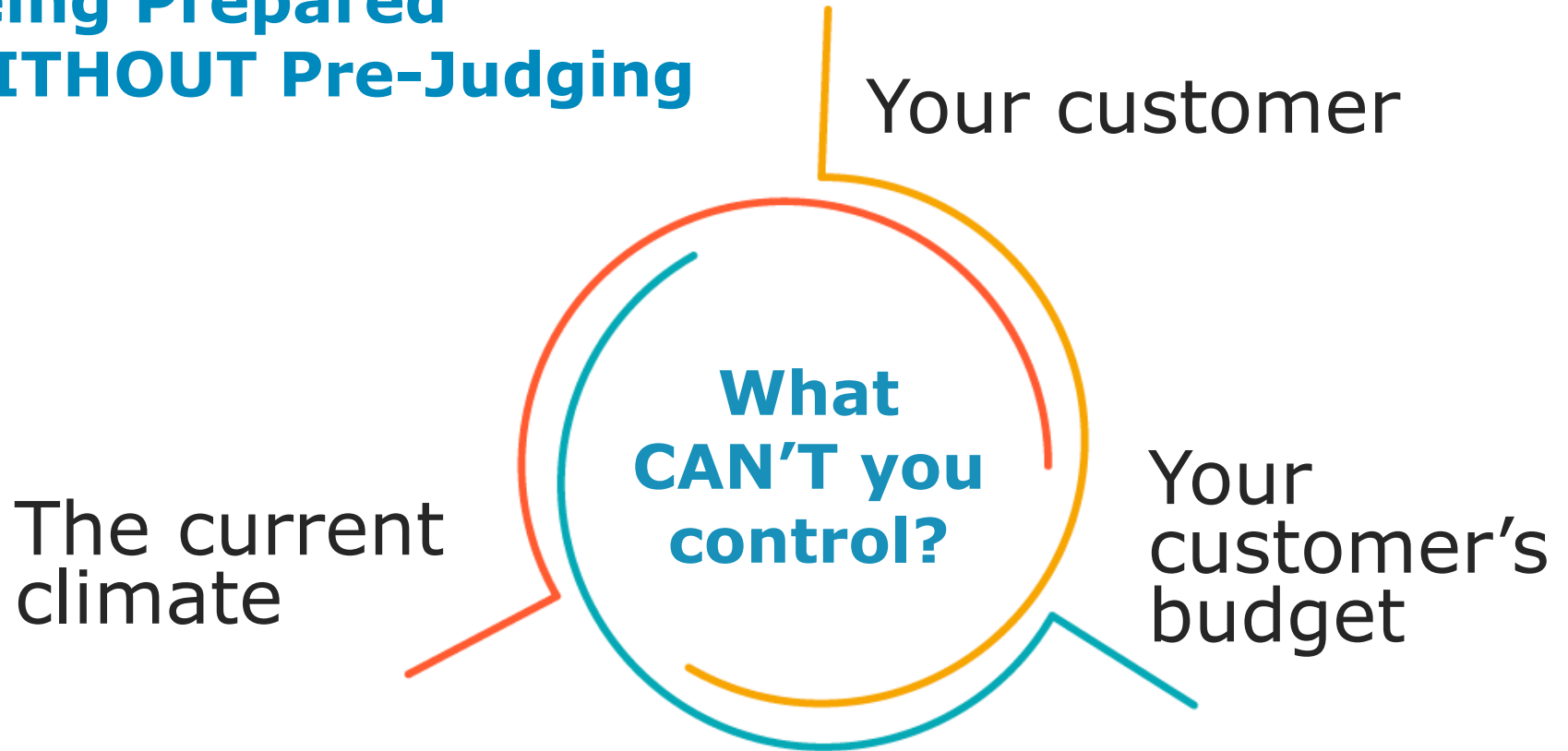


Being Prepared WITHOUT Pre-Judging



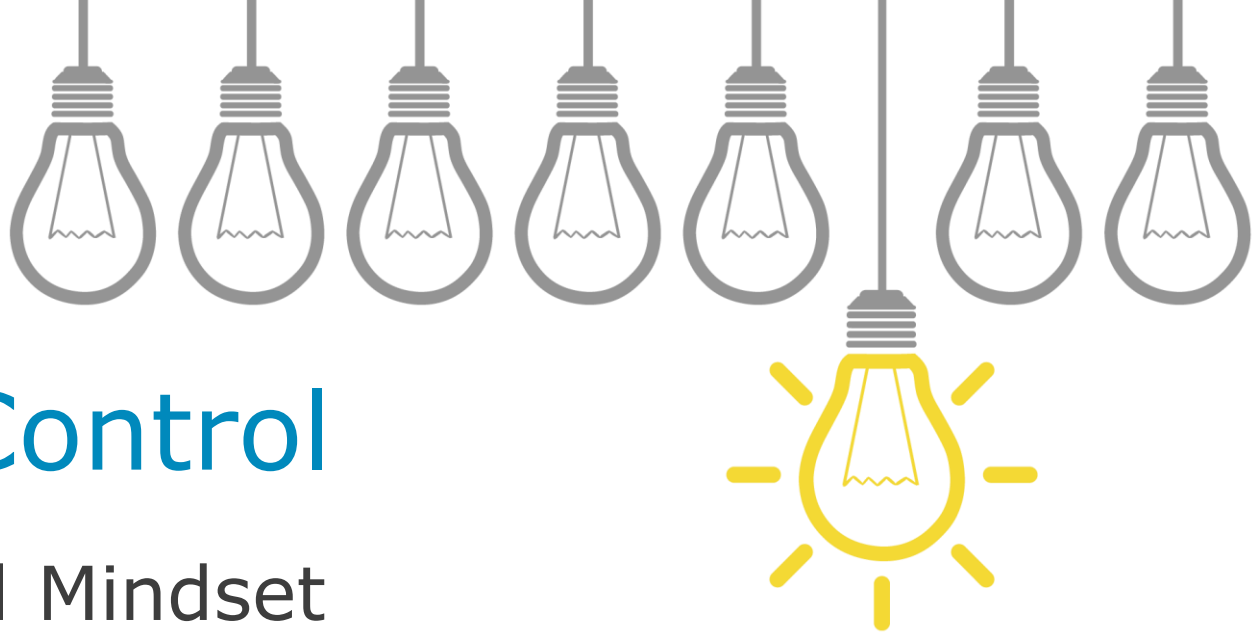
“You only have control over three things in your life – the thoughts you think, the images you visualize, and the actions you take.” Jack Canfield

Being Prepared WITHOUT Pre-Judging



3 Things You Can Control

- Attitude and Mindset
- New Skill Development
- Time and Resources Allocation



3 Types of People Who Don't Buy

Don't know they have a problem

(quantify the money/quality of life lost by inaction)



Aware, but don't care

(quantify the problem they are aware of so that they do care)

Aware, care, not scared

Anxiety is preventing them from moving forward. They see the benefit but can't take the steps because they don't understand or can't see.
(SHOW AND TELL THEM HOW IT WILL BE DONE)

4 “Why’s” People Buy

Why change?

Compelling reason to do so.

Why YOU?

You are what people are buying. People are seeking your leadership, expertise, and ENTHUSIASM.



Why now?

Convince them that by waiting they are losing something. Show them that not taking action today will cost them tomorrow. Quantify if possible. Tell that story.

Why your service?

And why the products you are offering don't really matter. You are the differentiator. Products are too similar.

Acknowledge the Pain

This type of close can be highly effective (if they say “no” on the original PSP close)

Example: *I know you may not be willing to spend this now, but moving forward today will save you time, improve your quality of life, and give you great enjoyment now and in the long term.*

Follow-Up is a Game Changer

- Commitment to Tested Not Sold calls will separate you from your competition always, but especially in times with a lot of distraction
 - Nothing shows commitment to care more than following up with your patients
- Block time in your calendar
- Patients will appreciate it!
- Commit to it now by starting to call tomorrow



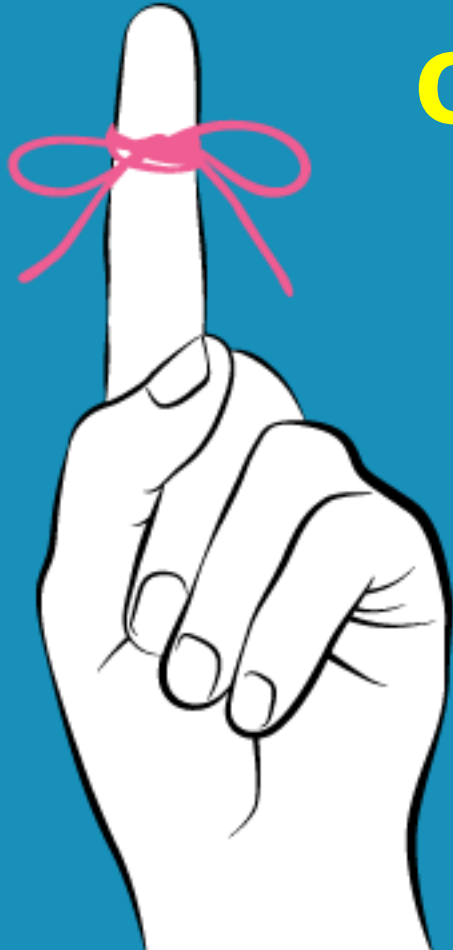
Additional Consideration



Price is always an objection in our world, but it usually is not the reason people don't move forward.

Understand that when someone says, "that's expensive" it does not mean "I cannot afford."

People pay for value. Changing their mindset and understanding what they are shopping for.



One Final Thought

*Remember...
...tough times
don't last, but
tough people do!*