

Objection Raised

Specified

Unspecified

Use Sherlock Holmes Technique

Comparative Objection

Non-Comparative Objection

Hitting a brick wall/
Need to talk to a partner.

That's expensive

Shopping Around

Had a cheaper quote?

How far apart are we?

Align

Let me ask you a couple of Q's (SSOD it): Explaining the VALUE

Reassure

2 Step Close: 1) Statement of confidence
2) Question with decision moment.

Does that help explain where the added value is?

Yes No

Yes

No

Yes

No

Email out information

Follow Up Call

Call in a couple of days

Go to "hitting a brick wall"