

# Sales Mastery

## Overcoming Objections and Closing the Sale

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# The 7 Step Sales Process

1. Sales Prospecting and Preparation

2. Sales Warm-Up

3. Sales Qualifying

4. Sales Presentation

5. Overcoming Sales Objections

6. Sales Closing

7. Sales Follow-Up



# Step 5: Overcoming Objections

# Objections are misunderstandings or lack of information...

## How to avoid creating unnecessary objections:

- Don't create arguments
- Don't oversell features and benefits
- Don't move forward until you confirm your prospect's understanding
- Don't ignore your prospect's questions
- Don't use poor sales language...



# Four Steps to Overcoming Objections

01

**Step 1: Identify  
Objection**  
(Minor, Major, or  
Conditional)

02

**Step 2:  
Acknowledge  
Objection**  
(I understand  
Mr./Ms.  
Prospect...)

03

**Step 3: Qualify  
Objection**  
(Ask more  
questions)

04

**Step 4: Answer  
Objection**  
(Clarify the  
misunderstanding)

A woman with long brown hair, wearing a black top, is looking towards a man with a beard and glasses, wearing a light blue shirt. They are sitting at a wooden table in a bright, modern office setting. The man is looking down at something on the table. There is a coffee cup on the table.

# Overcoming Objections

## Step 1: Identify

**There are 3 types of objections, which are you dealing with?**

**1. Minor Objection** - The prospect's way of saying "slow down". Overcome this objection NOW!

Example: "I want to think about it..."

**2. Major Objection** - An objection that can be overcome, but not today - such as public-school budgets. Overcome this objection, JUST NOT NOW.

Example: "Our budget cycle is not until next quarter..."

**3. Conditional Objection** - Terms for doing business. YOU CANNOT OVERCOME THIS OBJECTION.

Example: "Our security measures must be HIPAA Compliant..."



# Overcoming Objections

## Step 2: Acknowledge

- To be the trusted security advisor, let your prospects know you hear them...







## Overcoming Objections

### Step 3: Qualify

Back up a few steps in the process to move forward in the process...

Remember your sales qualifying process:

- Discover what the misunderstanding is
- Discover what information the prospect is lacking

# Overcoming Objections

## Step 4: Answer

- Clear the objection and close by evoking emotion
- Once you discover what the misunderstanding is, simply clarify
- Once you discover what information the prospect is missing, simply deliver




# The Price Objection

- When the perceived value of a solution exceeds its cost, decision making is easy
- For prospects who have pressing needs, not investing in your services might be their costliest option.



# Step 6: Closing the Sale





## Closing is NOT the most important step in the sales cycle, it's the 6th step...

- Assume the sale – keep moving until they say stop
- Don't oversell – listen for the buying signs to close
- Don't stumble through your closes – Practice, Practice, Practice
- Remember your “value info” from your prospect during qualifying
- Ask for the business!

# Power Closes

# Power Close #1 - The Tie-Down Trial Close

It's safe to assume you're ready to address these issues...isn't it?

- Use with any prospect - allows them to respond in a positive manner and agree with your statements
- Isn't it?, doesn't it?, wouldn't it?







## Power Close #2 - The Alternate Advance

Mrs. Prospect, would you like us to schedule your On-Boarding meeting immediately or next week?

- Use the Alternate Advance Close with any prospect - gives your prospect two options which both work for you



# Power Close #3 - The Sharp Angle Close

Mr. Prospect, if I can get you that technical information you're requesting, would you like to move on to the next step?

- Use the Sharp Angle Close when a prospect is stuck on a subject that is not critical to their decision-making process, to move forward





## Power Close #4 - The 1-2 Combo Close

If I can get you that information, did you want us to begin On-Boarding you immediately or in the next couple of weeks?

- Use the 1-2 Combo Close with any prospect – this sales close first works to minimize the drama of the decision to be made, then gives the prospect an alternate advance to respond to

# Power Close #5 - The Uncomfortable Silence

That's great, Ms. Prospect. So are you ready to move to the next step...? (remain silent)

- Use the Uncomfortable Silence with all prospects – this close should be used every time you ask for the sale
- Ask, and be silent...







## **Power Close #6 - The “I Want to Think about it” Close**

**What is it about the service that you want to think about? the high availability, efficiency, security? Please be candid, is it the investment?**

- This close uses the process of elimination to see which aspect of the service your prospect is objecting to**

# Power Close #7 - The “Cheaper Somewhere Else” Close

You're right! If you're like me, you make investment decisions based on three things – lowest price, best service, and highest quality. Unfortunately, there aren't many companies that are able to deliver all three of those at the same time, wouldn't you agree?

- If you had to, which of the three would you be most willing to compromise – the best service, the highest quality, or price...?”
- This close uses the elimination to see which aspect of the service your prospect is willing to give up



# Step 7: Sales Follow-Up





## Why Conduct Sales Follow-Up?

- Gauges Client Satisfaction
- Uncovers Additional Revenue Opportunities
- Identifies Referral Prospects