



Sales Mastery

Overcoming Objections and Closing the Sale













Erick Simpson

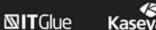
Founder & Chief Strategist at ErickSimpson.com

Author, Consultant and Creator of the MSP Mastered® Methodology



https://ericksimpson.com

https://www.linkedin.com/in/ericksimpson











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









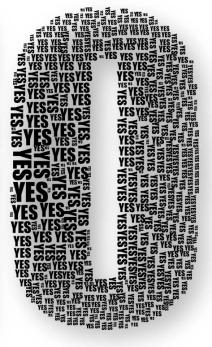


Objections are misunderstandings or lack of information...

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)

Step 4: Answer Objection (Clarify the misunderstanding)













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. <u>Overcome this objection, JUST NOT NOW</u>.

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

3. Conditional Objection - Terms for doing business. <u>YOU CANNOT OVERCOME THIS OBJECTION</u>.

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

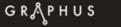
- Clear the objection and close by evoking emotion
- Once you discover what the misunderstanding is, simply clarify
- Once you discover what information the prospect is missing, simply deliver













The Price Objection

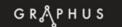
- When the perceived value of a solution exceeds its cost, decision making is easy
- For prospects who have pressing needs, not investing in your services might be their costliest option.













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
- 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)

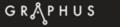
- Use the Uncomfortable Silence with all prospects – this close should be used every time you ask for the sale
- Ask, and be silent...















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









