



CONQUERING OBJECTIONS

I'm not interested.

What is it that you are not interested in? (Find out what they are not interested in. Most of the time they say that without knowing what.)

I already have enough business.

If you are on the top, then this is a perfect way to maintain on top. Did you know that McDonald's one of the most successful franchise companies in the world is also one of the biggest advertisers. Everyone knows them yet they keep advertising.

I'm too busy.

Mr. ___ I could certainly understand that, however, that is the exact reason why I am calling you. I only deal with the successful professional people. I will only take 5 minutes of your time; if I am there longer than that it is by your invitation only.

My advertising budget is gone.

As a businessman I am sure you could appreciate a good deal when it comes along. Everyone has hidden money for when something really good comes along. This is that good!

I just bought from someone else.

Then you definitely know the value of this. As a businessman I am sure you know that diversification is the key to a good advertising campaign.

I need to speak with my partner/wife.

Can I give him/her a call? Or maybe I can meet with both of you so that I can answer all concerns or questions you both may have.

That usually doesn't work for me.

Tell me exactly what doesn't work for you? Now tell me what has worked for you in the past?