



The CONNECTION™

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The Dreaded Objection

"You're too expensive."

You hear this dreaded objection. Your heart stops. Your blood goes cold. You think, "Oh, no! I'm not going to get this sale." And you turn to response autopilot. You cut your price or offer a discount, or you start to argue with the prospective customer about the price.

But, what's behind the objection? You don't understand the whole picture yet. The customer's objection sounds like it's about price, but it may be related to specific features of your product and the value they hold for your customer. Instead of response autopilot,

- Ask, "When you say 'too expensive,' what do you mean? Then, listen carefully and make that objection as specific as possible.
- When you've made the objection specific, ask if there are any other issues preventing the customer from moving forward.

Now you can offer a solution that addresses the real issue, and you won't be so tempted to instantly cut your price - and maybe your commission.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com