



The ECHO™ – Your Weekly Presentation Tip

August 1, 2007

You'll Get Objections, So Plan for Them

"He who has truth at his heart need never fear the want of persuasion on his tongue." - John Ruskin, British poet (1819-1900)

All due respect to the eloquent poet, but even being right is no defense against being pushed back from an audience. Here are some of the most common objections:

- "I like the way I do it now." (Make sure they understand the rationale for the decision, as well as how it will benefit them.)
- "It will take too much time and effort." (What is the return on investment for their efforts? Paint them a picture of the future.)
- "I can see why you like this, but why should I bother?" (Remind them repeatedly of the benefits they will reap.)

Contact Communispond

marketing@communispond.com

800 529 5925

www.communispond.com