

# Inspiring Superior Performance

A 'unique' product aimed at the recruitment market



## My Little Book of Objection Handling Techniques

### About this guide

The business world today is tougher and more competitive than ever. Clients are more demanding, competitors are more aggressive and business people are looking for answers to make more sales. Ironically, the instrument that can dramatically increase your sales and profits is sitting right on your desk....it's your telephone.

The telephone usually plays a very big part in starting the whole sales process. Virtually everyone in business uses the telephone as part of their sales process at least part of the time. This guide will help you to use the telephone more effectively, feel more confident when being faced with objections and provide a springboard to help you increase the number of client visits you attend and ultimately convert into buying clients.

This pocket size guide is designed to have a very practical use when you are making telesales calls. There is an 'easy find objection' section at the front of the guide, quite simply when you receive an objection flick to the appropriate page in the guide where you will find exactly how to answer the objection you get. As part of the answer, a demonstration of an alternative close is given. This gives the you much more confidence and support when overcoming objections on the telephone, consequently leading to more appointments.

The guide will:

- ✓ Provide a structure to position yourself on the telephone;
- ✓ Provide you with "9 top tips to telesales success";
- ✓ Provide a quick and easy find guide to each objection that you may get on the telephone;
- ✓ Give you an easy non aggressive way to respond to the objections you regularly get;
- ✓ Demonstrate the alternative close technique which can be used on every appointment making call that you make.

From all the telesales courses I have run I have picked out the 21 most difficult objections business people face on the telephone. Some of the objections we cover are:

- ✓ All you companies are the same;
- ✓ We have a preferred supplier list in place;
- ✓ We do it ourselves;
- ✓ I'm happy with my present supplier;
- ✓ We currently have no budget.

If you would like to order copies of the guide please do let me know how many you would like. They are priced at **£19.90 per guide; this also includes P&P. An invoice will be sent out with your order.**

**MONEY BACK GUARANTEE** — if for whatever you are not completely satisfied with your purchase you can return the guide and the invoice and no charge will be made to you whatsoever.

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