

CALL STRUCTURE AND OVERCOMING OBJECTIONS OUTLINE

Call Structure

1. **Greeting** – Set tone of the meeting and build rapport.
2. **New Information** – Provide new, relevant information to enhance your source credibility and expertise.
3. **Opening** – A well-planned statement to pique interest in your proposal and solution.
4. **Recap and Purpose** – Recap what challenges and problems you will be addressing and state the purpose of the call.
5. **Discussion** – Move prospects from desire to conviction that your solution is the best one.
 - a. **Dealing With Objections**
 - i. **No objections, no sale**
 - ii. **Figurative and Literal objections**
 1. Figurative objections are not real—they are negotiating tactics and can be ignored.
 2. Literal objections are real and must be addressed.
 - iii. **Probe to understand.**
 - iv. **Compliment, restate the objection, and get commitment:** “Good point. You think we’re too expensive. Right?”
 - v. **Empathize, reassure, and support (feel, felt, found):** “I understand how you feel. Other customers have felt the same way. But they found that they got excellent results.
 - vi. **Trial close.** “So can we go ahead?”
 - vii. **Forestall objections.** Address potential objections during the early part of your discussion.
 - viii. **Use “Yes, but…” and compare.** “Yes, it’s a major investment, but on a cost-per-thousand basis it’s half of what prime time television is.”
 - ix. **Use case histories.** Cite examples of success stories of other customers.
 - x. **Use “Coming to that…”** Continue your point and deal with objection late so as not to interrupt the flow of your discussion.
 - xi. **Pass on the objection.** Use this technique with trivial objections. Don’t waste time with them; they’re not real.
 - b. **Dealing with the price objection**
 - i. Hope it comes up; otherwise you’ve underpriced your product.
 - ii. Always talk quality.
 - iii. Break price into smallest possible units.
 - iv. Talk value, not price.
 - v. Refer to investments, not costs.
 - vi. Use “you get what you pay for.”
 - vii. **Conditions.** Can’t be overcome; they are legitimate reasons for not buying.

- c. **Discussion Phase Tactics**
 - i. **Vary your style.**
 - 1. **Contrast**
 - 2. **Movement**
 - 3. **Novelty**
 - ii. **Use equivalencies to dramatize numbers.**
 - iii. **Narrow down objections and reconfirm understanding.**
 - iv. **Change the basis for evaluation if necessary.**
 - v. **Reassure doubts.**
 - vi. **Continually evaluate prospects' reactions and adjust.**
- 6. **Summary and Close** – Summarize **three** key points – no more than three – and ask for the order. No ask; no order.
 - a. **Move the sale along.**
 - b. **Get a commitment for next steps.**