

Don't Panic

Every salesperson encounters objections. Some might say a salesperson hasn't been effective until a prospect says no!

If a prospect says "yes" all the way through the process the order was set before the prospect even arrived.

Salespeople fear objections, they avoid them at any cost even when they need should ask for business. Martec has developed a strategy that provides salespeople with the tool and the confidence to seek out objections, to push for orders and to stretch profit retention.

So, expect prospects to say no. The rules are:

- **Don't panic. An objection is a clear sign the prospect is interested.**
- **Think Logically. Objections are 90% logic**
- **Bounce the Objection. "Why do you say that Mr Prospect?"**
- **Provide a good argument, why should the prospect reconsider.**
- **Ask a choice question.**