





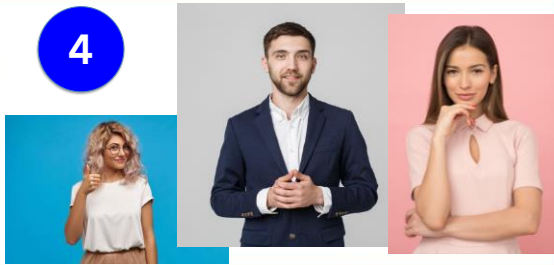
A Distinction

1. Close – Asks for the order
2. Trial Close – Asks for an opinion

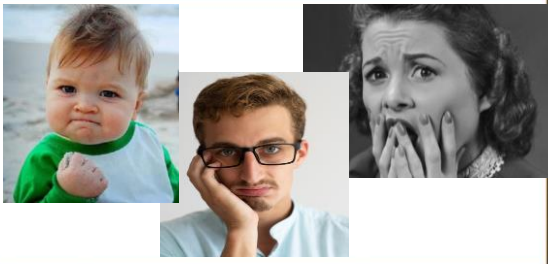
Note: Don't mix them up! Trial close often!

THE IMPACT FOUNDRY

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A Cushion:

1. Begins in a friendly manner
2. Softens the blow
3. Does not agree or disagree



Examples of Cushions:

1. "I realize that this is an important decision."
2. "I know that this was not in your budget."



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EDUCATE & EXPLAIN

6

Hopefully you took good notes!

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1. A. B.
2. A. B.
3. A. B.

SUMMARIZE

"REHASH & DOUBLE YOUR CASH!"

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A Review of the 8 Keys to Resolving the Price Objection

1. Use a Sales Process
2. See Things from the Customer's P.O.V.
3. Seek Out Objections
4. Remain Friendly & Confident

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A Review of the 8 Keys to Resolving the Price Objection

5. Use Cushions
6. Educate & Explain
7. Summarize
8. Tip the Scale!

THE IMPACT FOUNDRY

Be Intentional: Take Action!

1. See the Opportunity
2. Imagine it Better
3. Take Action
4. Make a Difference!

VISION + ACTION = IMPACT

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THANK YOU!

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