

How to Use This Book

This book is divided into two parts. **Part 1** contains the knowledge and skills necessary to implement all the strategies provided in Part 2.

Part 2 provides multiple strategies for each of the “85 Most Common Sales Stopping Objections” organized and categorized by the missing Buyer Belief that causes them.

Each Buyer Belief chapter (16 – 24) starts with the general information and strategies to establish that Buyer Belief to eliminate the objections in that category. It then continues with specific examples of how to PREVENT, PREEMPT, and RESPOND to all the objections listed in that category.

Quick Start Guide:

In Part 1

- List the objections you get.
- Identify the missing Buyer Beliefs that cause them (Chapter 1).
- Uncover hidden objections using the Competitor Analysis and identify your Unique Selling Points (Chapter 2).
- Skim through chapters 3-15 for a quick review of the knowledge and skills used to implement all the strategies recommended for all the objections or skip ahead to Part 2.

Go to Part 2

- Read the chapter opening remarks and general strategies for the category of objections in which your objection falls.
- Go to the specific objections you selected and choose from optional strategies provided those that would work best for you.
- Write the strategies you chose on Index (Flash) Cards with the objection stated on one side and the strategies you select on the lined side. Use different cards for the prevention, preemption and response strategies.
- Don't wait until you get index cards. Use the forms in the back of the book to learn the process of selecting the strategies that will work for you.

Return to Part 1

- Learn any of the skills that you don't already know but need in order to implement the recommendations you selected.
- Do a complete review of all the knowledge and skills provided in the first 79 pages to find the additional hidden gems that will boost your sales.