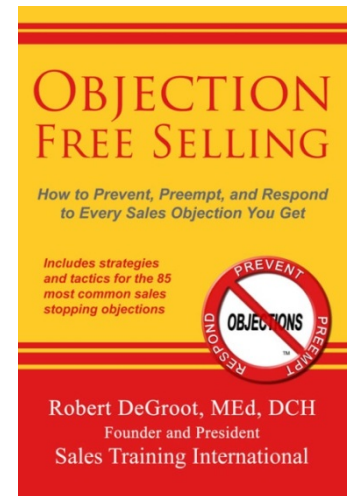


# OBJECTION FREE SELLING

BY DR. ROBERT DEGROOT

## THE ONLY BOOK ON THE MARKET THAT:

- Provides the knowledge, skills, and strategies to **prevent, preempt, and respond** to every sales objection you get
- Uses a research validated human motivation model to **identify the ten “Buyer Beliefs”** that when weak or missing, cause objections
- Describes several methods to **establish each Buyer Belief** so objections are systematically prevented from entering prospect’s mind
- Provides a unique sales style **Competitor Analysis** to identify existing objections you’ll want to preempt and provides the information needed to neutralize or offset them
- Identifies your **Unique Selling Points** with the Competitor Analysis tool to differentiate your product, service, company, and self
- Provides a list of 80+ areas for **companies that sell commodities** to use to quantifiably differentiate themselves in their markets
- Demonstrates how to use **phrases of persuasion** to structure the trade-off with your Unique Selling Points to effectively counterbalance the otherwise “unanswerable” objections
- **Doesn’t compete with other sales models**; instead, it just adds the plug-and-play strategies where objections are slipping through
- Includes several strategies to prevent, preempt, and respond to each of the **85 most common sales stopping objections**
- Is a **\$20 book** that has everything salespeople need to prevent, preempt, and respond to the sales objections they get so you **make a minimal investment for a maxim return**



## WHAT’S IN THE BOOK?

- Definitions of the **10 Buyer Beliefs** and examples of objections caused when each belief is missing
- List of the **85 most common sales stopping objections** organized by the missing Buyer Beliefs that cause them to help identify and categorize the objections you get.
- Sales style **Competitor Analysis** to identify the objections you’ll get and the information you need to neutralize them. It also shows you how to identify the **Unique Selling Points** you use to quantifiably differentiate yourself from a specific competitor or category of competitors
- List of **80+ ways to achieve differentiation** in commodity sales to ensure you will always be able to find problems only you can solve
- **Research Questions** to **validate your Unique Selling Points** in defined areas where you affect the customer’s ability to have a more competitive product/service to sell, make money and achieve their strategic initiatives, MBOs, and goals
- Definitions of the **six Decision-Maker Roles** you’ll encounter in your sale and the type of information they each need to make a decision in your favor
- Definitions of **Decision-Maker Bias** and strategies to make the less favorable ones more favorable to you
- **Eight ways** to establish company **capability and credibility** to improve believability
- **Seven methods** to establish **trust and rapport** to strengthen personal acceptance
- Instructions on how to write your Unique Selling Points in the **persuasive language of sales: Features, Advantages, and Benefits** so you can target specific, functional, business and human needs

- Definitions of the **four universal business needs** and the **four fundamental human needs** to guide your benefits to fill targeted needs
- Instructions on how to use your Feature's Advantages to **target functional needs**
- Instructions on how to use your Features, Advantages, and Benefits in a simple **Value Selling Formula** to **educate the prospect** about your Unique Selling Points, **establish value**, and **get the buyer to tell you about the benefits** they want that you can provide
- Guidelines on how to ask questions about benefits to **shifting the burden of proof** from you to them, **create attitudes**, and **competitor proof** your customers
- Instructions on how to **avoid triggering the anger and sadness** stages of the grief process when you have to tell the customer "no"
- Six **active listening skills** to establish a **psychological truth that obligates the buyer** to listen to you
- **Three-step method to defuse negative emotions** surrounding your products and to move decision-maker bias from blockers to champions
- Five core steps in a **Customer Value Proposition (CVP)** to confirm that each of the ten Buyer Beliefs is fully established
- Methods to establish "**Standards of Legitimacy**" to quantify value when facts and figures are not available from the prospect so the **sale won't stall** from lack of crucial information
- **Specialized closing strategies** including the "**Balance Sheet**" format to counteract competitor's price advantages, "**Triplicate of Choice Summary**" format to simultaneously submit multiple quotes, and six highly specialized **step-based closes** to continuously move the sale forward
- **Change management process to prevent** naturally occurring biologically triggered **fear-based resistance to change** from stopping your sales
- **Skills common** to all objection **preempting strategies** to make applying this process easy and straightforward
- **Skills common** to all objection **responding strategies** to minimize repetitive learning for each objection you encounter
- **Phrases of persuasion to structure the trade-off agreement** (trade their objection for your Unique Selling Points) to preempt and respond to the **unanswerable objections**
- Instructions on how to use the **specific knowledge and skills** used in the recommended strategies to prevent, preempt, and respond to objections
- **228 pages of strategies to prevent, preempt, and respond to the 85 most common sales stopping objections** categorized by the ten Buyer Beliefs to guide you in developing your own strategies for the objections you get

## AVAILABLE FREE FROM SALES TRAINING INTERNATIONAL:

- **Flashcard Learning Contest** guide for use at regional and national sales meetings to speed, intensify, and deepen the learning to maximize results available.
- **Company-wide Rollout Plan** available to minimize risk, improve acceptance, and ensure results.
- **Sales Manager's Guide** to help salespeople create personalized sales objection strategy books.

Create your own sales objections strategy book and **never again get another objection you can't handle!**

*"A year from now you may wish you had started today."* Karen Lamb, Author

**Available from booksellers around the world**

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