

Tips to Eliminate Cost Objections



1 Expect Price Objections.

Anticipate possible objections and be prepared to respond.

2 Think Big Picture.

Ask "How much will it cost you not to have this insurance policy?"

3 Emphasize Problem Solving.

Ask: "If money was not an object, would our services help you?"

4 Break Down Costs.

Respond with: "The overall price might seem high. Let's break it down by month, quarter & days."

5 Listen.

Give your prospective client an opportunity to express his or her concerns.

6 Clarify.

Repeat back what you heard to show you were genuinely listening.

7 Show Empathy & Value.

Respond with: "I understand. Another client felt that way until we examined the value of our products & services."

8 Be Quiet Before Responding.

Pause before answering. Prospects will fill your silence with reasons for their objection. Then you can address their concerns.

9 Make Comparisons.

"Expense compared to what?" Their answer helps you share your differentiators.

10 Provide Proof.

Share the value you bring through your customers success stories.

