

# SALES OPENER/REBUTTAL SHEET

Customer Stages:

## NO -> MAYBE -> YES

**NEGOTIATIONS ARE CONTROLLED BY THE PERSON ASKING QUESTIONS AND GETTING ANSWERS!**

**STAY POSITIVE AND ENTHUSIASTIC!**

- **I'M NOT SURE IF IT'S FOR YOU BUT, ...**
- **OPEN-MINDED....** How open-minded would you be to...? Would you be open-minded in giving this a chance?
- **WHAT DO YOU KNOW?** What do you know about...? (For Expert Customers... Goal: have the person realize their opinion may not be correct and are open to change.)
- **HOW WOULD YOU FEEL IF...?** (Have the customer visualize using the product.)
- **JUST IMAGINE** (Have the customer visualize using the product.)
- **WHEN WOULD BE A GOOD TIME?** (Get the customer to focus and look at the product. Get their attention.)
- **WHAT DO YOU LIKE ABOUT IT?** (After a demo lead with this first. NOT: "What is wrong?" nor "Is it ok?")
- **I'M GUESSING YOU HAVEN'T GOT AROUND TO...** (cut off excuses on follow up calls)
- **SIMPLE SWAPS** (Turn an open question into a closed one) "Does anyone have questions?" to "Do you have any questions for me?"
- **YOU HAVE THREE OPTIONS** (The last one should be the preferred one, our product!)
- **TWO TYPES OF PEOPLE.** (Simple decisions 1 or 2)
- **I BET YOU'RE A BIT LIKE ME...** (Identify with the customer and make them more receptive.)
- **IF... THEN**
- **DON'T WORRY** (reduce anxiety)
- **MOST PEOPLE...** (Most people are most people!)
- **THE GOOD NEWS** (spin a negative) also "That's great". "We bought a Hyundai loader and the hydraulics would blow out constantly. That's great now you know why the improvements in our front end loaders makes them so much more reliable."
- **WHAT HAPPENS NEXT** (closing, if they are receptive to close lead in to what happens next to close it.)
- **WHAT MAKES YOU SAY THAT?** (Counter negativity)
- **BEFORE YOU MAKE YOUR MIND UP** (move them to maybe)
- **IF I CAN X, WILL YOU Y?** (not a commitment but you can identify what needs to happen to close.)
- **ENOUGH** (Able to upsell) (Would 5 Accounting licenses be enough?)
- **JUST ONE MORE THING** (A lead into a downsell)
- **A FAVOR** (response for Thank you) "Thanks!" "No problem. Can I ask you for a small favor in two weeks can you call me back and let me know what you think about the product?"
- **JUST OUT OF CURIOSITY** (response to "Give me time to think about it." aka customer wants to procrastinate.) "Just out of curiosity what did you like about our iPhone enabled napkin dispenser today?"
- **I KNOW...** (Not I think...)

**BECOME A CATALYST TO HELP PEOPLE MAKE DECISIONS.**

**THE DECISIONS A CUSTOMER HAS TO MAKE SHOULD BE SIMPLE.**

**SELL OUTCOMES, OWN THE OUTCOME!**

**YOU AREN'T SELLING THE PRODUCT! YOU ARE SELLING YOU!**