

# Closes and Objections

How to help others make good decisions...

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Objections are for people who have not decided to be in... they are on the fence.



If they... are filing for bankruptcy.  
Have NO MONEY or NO LOVE... they are  
out

# Handling Objections is a Part of the Sales Process

An objection translates to  
“I NEED MORE INFORMATION”

IT IS NOT A “NO.”

SO WHAT IS AN OBJECTION????

# Remember: Logic tells... and emotion sells.

Our job is to get people to do something they know they SHOULD do,  
but will not do without *OUR* help

## What Sales Gurus Say:

- The average buyer buys **after the 5th close.**
- The reasons consumers buy everything:
  - **Pride**
  - **Profit**
  - **Love**
  - **Need**
  - **Fear**
  - ***And* a GREAT presentation!**

# How we Master Objections:

Repeat

Isolate

Answer

Close

- We **REPEAT** so we can soften the objection and allow ourselves time to think. Example: “We will not do anything until we talk to the kids.” We will say, “I understand. You want your children’s input into this decision. Is that correct?” (Softened)
- We **ISOLATE** to keep the family from jumping from one to another objection and getting frustrated because we are chasing them. We say, “Other than talking to your kids... is there anything else you do not like or don’t understand about the program?”
- We **ANSWER** with logic first, if needed. The main thing that is needed in your answer is emotion. So, SLOW DOWN, lean back in your chair, lower your voice and answer the objections with an emotional/moving story.
- After the moving story, you must **CLOSE** again. We say, “All we need to protect your family tonight is your date of birth. Mr. \_\_\_\_\_ what is your date of birth?” Then start writing. Gets some momentum going with the paperwork before you iron out all the details.

# What are Some Objections we May Need to Overcome?

Here are the some commonly taught in “buyer objection classes” throughout the country.

- We can't afford it.
- I need to talk to the kids.
- We need to think it over.
- I have insurance for this.
- I will do better keeping my money invested.
- It is too expensive
- We need to pray about this.
- We are using the VA.
- We never make decisions on the first night for anything.
- The Lord is coming before I die.

# Remember the FACTS!!!

- **FACT: Not all objections can be overcome.** No LOVE or NO MONEY.
  - We do, however, have a responsibility to explore the objections and validate them. So we must have something to say for ALL of them.
- **FACT: Most people buy after the fifth close.** You better know how to answer more than one.
- **FACT: People use Pride, Profit, Love, Need, Fear to make all purchasing decisions.**  
**Love is the greatest motivator to purchase.**
- **FACT: Closing is a skill** that can be taught and learned.
- **FACT: Closing is an attitude,** a commitment. You have to understand the family will buy this one way or another. One way is “at the time of need” – this is the worst time.  
**OR** They can “buy pre-need” – It’s easier, costs less, offers more benefits, saves on inflation, allows you to make decisions together, and offers peace of mind. You have a responsibility to properly show the family the truth about each way and you must be committed to help. **Your job is to help people do something they know they should do, but will not do without your help.**

# How I teach to handle objections with telling stories.

- When answering objections we want think...
  - Do I need to add more logic?
  - Or do I need to add more emotion?

LOGIC “tells”

EMOTION “sells”

Logic: If the buyer is confused, he will not buy.

Emotion: If the buyer is not emotionally committed, he will not buy.



# How to Handle Objections Through Story Telling

When we tell a story, people are ready to listen. People will weave their life into the story and get the point. Stories can move people *EMOTIONALLY* And emotion is the biggest buying reason.

IN the story we want think...

Do I need to add more logic?

Or do I need to add more emotion? OR BOTH?

# We Will Now Review 4 Basic Stories...

“We need to think this over...”

➤ The Cloud Story

“We have insurance for this...”

➤ The Two Ladies Story

“We can’t afford it...”

➤ List of Priorities Story

➤ How Keeps the Checkbook Story

# Practice How to Balance Logic and Emotion

Roleplay the stories is the best way to learn stories.

***Great sales people are great story tellers.***

Q and A session

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