

Less Objections?

Better Questions!

West Foulger

Envision Strategic Partners

**“Sales Don’t
Get Better
Until You
Get Better!”**

5 Rules for Handling Objections

Rule #1

**Objections Are
Only “Requests for
More Information”.**

Rule #2

**Handle Objections
Before They
Come Up.**

Rule #3

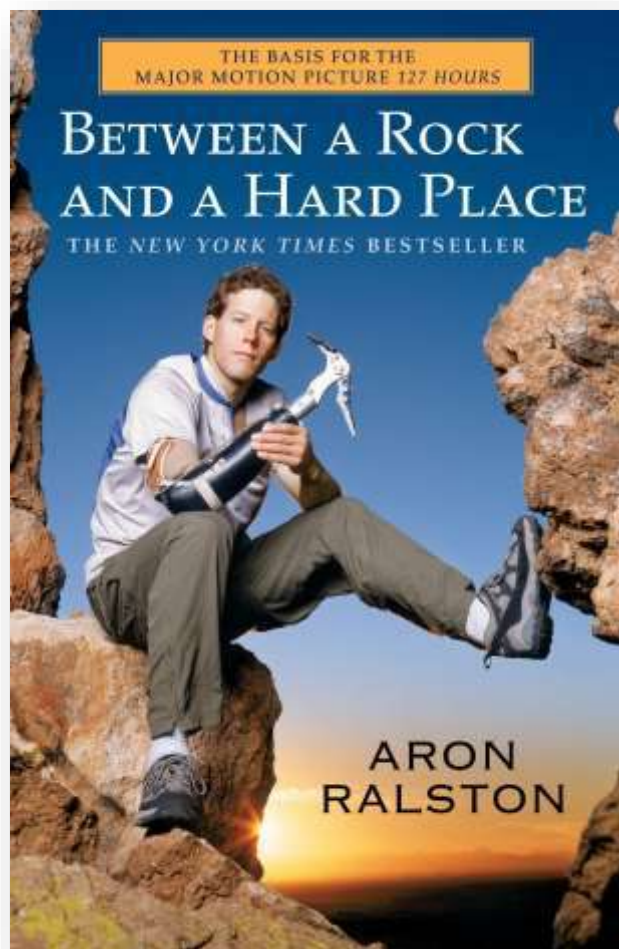
**Ask Emotionally
Driven Questions**

Rule #4

**Use Active
Listening Skills.
“Acknowledge &
Repeat”**

Rule #5

**Find the Real
Objection. Is it
Trust, Fear or
MONEY?**



How Important Is This To YOU?

5 Kinds of Attendees

20%: Go Home With a Bad Hangover & Fuzzy Memories

20%: Already Know Everything & Go Home No Better

20%: Have Good Intentions, but Lack Motivation & Conviction

20%: Implement 1 or 2 Things To Become Better

20%: Go Home a New & Reborn Preneed Sales Counselor

Who Will You Be?

**How Important Is
This Career To You?**

“How would I behave in a situation that caused me to summon the essence of my character? The tragedy inspired me to test myself. I wanted to reveal to myself who I was: the kind of person who died, or the kind of person who overcame circumstances to help himself and others.”

-Aron Ralston

**DON'T BE
THE SAME.**

BE

BETTER!

**THANK
YOU!**