

Handling Objections

The Yes Between the No's

By Richard Houston, webCemeteries



DEADTalks
The **Pre-need** Conversation

Richard J. Houston II
January 12-14, 2022
Bally's Las Vegas



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A S D D F F E H T G K L
S D K H F U N E R G N
M S D **R E A D** S Q N N
S D G S J T U M U T J
L K **B E T W E E N** U K
W J E W F A S K S D J
U S M O **T H E** D A J D
S Q S A K J D D H B D
G D G **L I N E S** D V B
R O P Q W E O P Z D N
J O S W E R B R T E R V
V R G T R U T U T R H G

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How to Handle Stalls



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Three Step Response

- Pause and listen
- Repeat back what you heard and listen for additional information
- Engage and offer them a next step

Types of Stalls

- Kids
- Think It Over
- Cost

This is an extension of your protection for them

Is It Me?

Affordable monthly payments

Types of Objections

- “I Don’t Need What You’re Selling”
- “I Don’t Like You”
- “You All Are A Bunch Of Crooks”
- “I’m Being Cremated”



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