



Sales Scripts That Close Every Deal: 420 Tested Responses to 30 of the Most Difficult Customer Objections: 420 Tested Responses to 30 of the Most Difficult Customer Objections (SellingPower Library)

Gerhard Gschwandtner

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Surefire ways to turn “No” into money in the bank

A customer objection is a wall separating you from your commission. Now *Sales Scripts That Close Every Deal* arms you with field-tested responses guaranteed to topple just about any wall standing between you and your next sale, including:

- 21 winning replies to: “I’m too busy to talk with you now.”
- 14 killer comebacks to: “Your competitor’s product is better.”
- 12 can’t-miss responses to: “You’ll have to do better than that.”
- 23 deal-making counters to: “Your price is too high.”

These aren’t one-size-fits-all scripts. You’ll find responses for every situation and presentation style, including breezy, tough, thorough, factual, subtle, and thoughtful-whatever the occasion demands. A companion CD-ROM lets you customize the scripts in the book and craft original ones that you can combine in your own million-dollar sales playbook. With *Sales Scripts That Close Every Deal* in your corner, you’ll never stumble, choke, or be at a loss for just the right response to any customer objection.

USE THESE FIELD-TESTED SCRIPTS TO

* Close more sales * Fearlessly handle any objection * Be more creative and spontaneous * Reduce stress * Be more organized

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