Sales-Rebuttal-Guide.com
Email Rebuttal Tactics

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Hello, and thanks for downloading this free report.

In this document I’m giving away some sample materials from The Ultimate Guide to Sales Comebacks & Rebuttals 2014. The primary purpose is to teach you something new, something actionable; something you can use right away to help you close more deals and make more money.

The second purpose is to demonstrate the intelligence and high quality of thought that goes into my materials. Every principle I teach has proved to be potent and highly effective in the real world of business. Also, everything is designed for you to learn quickly and easily – so you can apply it right away.

When you’re done here, please review my website at http://sales-rebuttal-guide.com (click here) and decide for yourself if the Guide and the Audio Training are right for you. My sales training packages have been purchased by over 12,000 satisfied salespeople and business owners in 32 different countries to date. People email me all the time with thanks and praise for the product saying it truly helps them sell more & earn more.

Personally, I’ve seen reps double and even triple their income after applying the techniques I teach. So I hope you have a look, and consider picking up a copy. Your bank account and your family will thank you!

And now on to today’s topic …
Get Them To Quit Stalling And Make A Decision Either Way With This Email Template.

Sometimes you just can’t get a callback. Your deal is stalled in “maybe land.” A lot of times it’s worth eliminating these types of prospects from your pipeline. Keep your pipeline clean, in the interest of time-management and focus. You should be actively dis-qualifying prospects as much as you are qualifying them.

The reason is if they don’t have the BANT (Budget, Authority, Need, Timeframe) then you’re probably better off applying your time somewhere else.

When you can’t get a callback, try the following somewhat humorous email, courtesy of Mike Brooks. I think it’s the provocative subject line that gets them to open the email and pay attention.

Read the email on the next page. Copy it right out of here and try it on one of your prospects right now.
**Email Subject Line:** Should I stay or should I go?

Mr. Prospect -

I haven't heard back from you and that tells me one of three things:

1) You've already chosen another company for this and if that's the case, please let me know so can I stop bothering you.

2) You're still interested but haven't had the time to get back to me yet.

3) You've fallen and can't get up! In that case please let me know and I'll call 911 for you ...

Please let me know which one it is because I'm starting to worry ... ;) Thanks in advance and I look forward to hearing back from you.

Sincerely,

YOUR NAME

**Discussion**

The subject line is somewhat provocative, but the “humor” smooths it out a little. Sure, this email is a bit casual and maybe even a little stupid sounding, but you’re not trying to win an etiquette award here; you’re trying to get a callback and get some more information to see if it’s worth spending more time and more thought on this deal.

If you’re comfortable using emoticons, you might throw in a ;) wink. If you’re not comfortable being casual over email, I suggest you push yourself to try something new. A whole generation has grown up with email and texting now, and they keep it short, sweet, and casual. Try it.
Here's another. The following email addresses the objection of “no need.” What you're doing with this email is pointing out that their competitors are moving ahead and threatening them to some degree, creating a “problem” that your product or service solves. You’re trying to demonstrate that they do indeed have a need for what you are selling, and that you have a NEW idea to share with them that you did not disclose during a previous call or meeting.

**Email Subject Line:** Competitor?

Dear Mr. Prospect,

Thanks for taking my call yesterday. Since we last spoke, I’ve been doing more research on your competitors, and I found this interesting link: http://www.[one of their competitors’ capabilities, or unique features]. When I was reading this it struck me that some of the ideas you and I discussed could give you an advantage and offer even more compelling value for your customers.

... and I want to tell you something new. I think it's a very quick win that could benefit us both. I think you’ll be intrigued.

Can we arrange a call to discuss this further? Say next [day] at [time]?

Sincerely,

YOUR NAME
The following email tackles “lack of urgency” type objections. Your email will show you have been doing some planning for the prospect; the output of which demonstrates a desirable benefit, such as more profit, cost cutting, or something to enhance, preserve, protect, relieve, avoid, etc. The “spreadsheet” you share can be very simple. If you are selling a product or service that does not necessarily make them more money, show how much cost savings or time savings they will see over the course of a week, a month, and a year.

**Email Subject Line:** Look at these results

Hi Mr. Prospect,

Since our last conversation, I’ve been building out the financial model of the impact our partnership would have on your business. I know you get these things all the time, but this time, even being conservative with it, I'm showing the end result as a cash positive project for you guys after only three months of working together.

In rough estimation I see that over [X] years, we can add more than $[XX] hundred thousand to your bottom line! Everyday we’re not on this is another day we’re potentially missing.

Let’s at least get the implementation team scheduled for a preliminary discussion. And I would be happy to review my spreadsheet with you before then. Can we schedule for Tuesday afternoon of next week? ... or is this Friday better? Thanks.

YOUR NAME

PS: looking forward to sharing these financials with you.
The next email addresses a “Lack of Trust” style objection. For instance if your product has received a bad review somewhere, or the prospect thinks “you’re too small / don’t have enough experience.”

**Email Subject Line:** Case Study related to [XYZ]

Mr. Prospect:

It was good to hear back from you earlier today. In thinking more about what you and I have spoken about so far, I thought that the most relevant experience our company has related to your needs is our success with [Client XYZ].

[Three] years ago, when we were quite a bit smaller, we started working with them. They were tough on us, but we grew so much from the experience, and the product you and I have been discussing has really matured. In fact, their CEO said to us the other day ["Our partnership is directly attributable by a 10% reduction in our [XYZ] costs."]

It's true that dozens of businesses in the [XYZ Industry] have chosen us for our ability to cut costs, but what I wanted to tell you a bit more about is the experience the [VP / Business Owner / Mirror your Prospect's title] over at [XYZ] had with this. I’ll think you'll be surprised. I’ll ring you tomorrow afternoon to see if I can catch you.

Sincerely,

YOUR NAME
This next email addresses a “price concern” style objection. With this email you are trying to gather more information about their true objection. Is it really the price? Or is it other parts of your proposal? Do they think it's your type of service in general that's priced too high, or is it the price-point of your specific proposal? Show that you can work on the payment terms, but don’t suggest you can lower the price.

**Email Subject Line:** Question about Structure

Dear Ms. Prospect,

I just got your email and before you get caught up in another project, could you tell me something about your pricing comments?

1. Is our premium package price too high, or mainly the way I proposed how the payments were structured?

2. Are there parts of the overall project plan that didn’t resonate as much with your team?

Sometimes I get too carried away with everything we could do together. But by staging a rollout, we could lower the up-front investment while still leaving the option to expand later. As to your comment about breaking down the price by billable hours, we find that’s not always the most helpful way to view our value. I can explain this to you. Either way, let's review this together.

I appreciate your response to the above when you have a minute.

Thanks,

YOUR NAME
Cold Call Opener Scripts

Making cold calls, or following up on warm leads? ... Here are some sales script templates to use to put your best foot forward and overcome objections before they come up.

First, start with the best possible opening statement. Create it, write it, re-write it and practice it over and over until you "own" the words and can deliver your opener with confidence and conviction. Get them here:

http://sales-rebuttal-guide.com/overcome_objections_with_this_sales_script_template.html

Bonus Email

Here is a template you can use, no matter what you sell, and no matter the objection. It basically ignores any objection, and pitches them again, highlighting the value. It summarizes your features (what they get) and summarize the benefits; then offers some social proof.

For your benefits think “GGRAPPEI”:

- Get
- Get rid of
- Relieve
- Avoid
- Preserve
- Protect
- Enhance
- Improve

Copy the email template from the next page and try it on one of your prospects today.
**Email Subject Line:** re: our conversation

Mr. Prospect, I see where you are coming from and I totally understand. To make sure we are on the same page I wanted to clarify what we are offering and the results you can expect.

People can do this if they want to achieve [major benefit #1] and [major benefit #2]. Our customers do it all the time. Here’s what you get:

1) [summarize features here, make it long laundry list]
2) The best ...
3) A simple solution that ...
4) Fast ...
5) Free ...

You can expect:

1) Benefit #1
2) Benefit #2
3) Benefit #3
4) Benefit #4

Our clients like [The Jones Family], [Smalltown Auto], [HugeCorp] and [MeagCo] have seen a [X%] [increase / decrease] in [XYZ] within weeks. They felt delighted when [ABC].

Can I tell you a little bit more about this? I think you’ll be surprised by something new I’ve discovered related to your situation. Is Wednesday good for a quick phone call?

Thanks,

YOUR NAME
No matter what kind of sales you do ... the key is to PREPARE YOURSELF with killer Comebacks, Rebuttals and Closing Techniques.

... and you will get more new, original and EFFECTIVE objection-busting rebuttals from this Guide than you will from any single sales book you might find on Amazon, or anywhere on the web ... Download this lethal arsenal and you will absolutely close more sales within HOURS of skimming the Guide – and I have an honest 60 day 100% money-back guarantee to back that up ...
There are 250 rebuttals in the Guide + 25 "new school" closing techniques ... Smash their objections into DUST!

These fresh and modern comebacks and rebuttals are BETTER and DIFFERENT than the standard stuff that has been around for years. You're learning new and original TRUST-BUILDING, FAITH-GENERATING conversational comebacks are designed for today's informed clients and complex business world.

You’ll have the perfect rebuttals to any objection a client could possibly throw at you.

The use Guide and the Audio Training to:

- Increase your confidence & ability to transform your sales.
- Learn to counter objections before they come up.
- Eliminate any fear or call reluctance that's holding you back.
- Propel yourself to new levels of income and earning power.
- Close more deals, faster.
- Siphon rivers of cash into your bank account — That's what this all about. Exceed your own personal sales records.
- Think of how you'll feel when you start closing more deals!
» Click Here To Try It

Here’s what you get:

- 85 pages — over 17,000 words — of actionable money-making sales scripts painstakingly edited and assembled into an easy-to-use Guide.

- Professional mp3 audio so you can listen and learn on your iPod & in your car.

- Over 250 modern, intelligent and effective comebacks & rebuttals.

- 17 word-for-word closing "Power Statements."

- 25 astounding new-school closing techniques that ask for the sale.

- 6 budget data-mining questions for you to sniff out the money.

- 38 selling questions for you to isolate the objection.

- A special section on Psychological Triggers that exploit your buyer’s EMOTIONS and unconscious desires.

- Three ingenious methods of stopping objections before they come up.

- A turnaround technique so simple and so effective you are going to laugh out loud when you hear it.

- How to mentally implant your benefits to fill in their "Missing Beliefs."

- Seven (7) Cold Call OPENER Scripts to set appointments with Senior Executive Decision Makers.
• How to **turn Gatekeepers into Guides**: 10 tips to make their assistant work for you.

• A virtually unknown process for obtaining referrals, references and repeat business.

• I reveal the meaning and the INCREDIBLE power of: "BFD, UUUU EPI FAGSFEG GGRAPPEI" — Crazy acronym, right? ... (This is going to fascinate and astonish you. I can't believe I am revealing my secret persuasion formula for psychological triggers.)

• How to effectively use probes, clinchers, "trial closes" & tie-down questions.

• No BS fluff, no author ego brag stories, no information overload. Made for you to **learn fast and easy**.

**Will the techniques in the Guide work for my type of sales job?**

Yes! ... If you sell any **kind of product or service**, coordinate or manage salespeople, are in network marketing, self-employed or **own your own business**, these techniques will work for you. The sales rebuttals, probes, comebacks, clinchers, tie downs, turn-arounds and closing techniques apply to any sales job in any industry. Overcoming objections is part of any sales process – and you'll learn to customize the scripts according to your product and your personality.

As you begin to use these potent sales rebuttals, you'll become fascinated by how effectively they convince and convert your buyers into more dollars in your pocket.
Everything is designed to help you to start handling objections and **closing more deals IMMEDIATELY**, as soon as you first crack the Guide.

### What about the Audio Training?

The Sales Audio Training comes as MP3s, ready to play on your computer, or add to your iPod or your Smartphone. The Audio is produced to the highest quality standards, with professional narration and delivery. It's designed for you to hear for yourself the "ear candy" and absorb the language and the techniques quickly and easily. **Prepare to be impressed!** You are going to spend a lot of time with the Audio. It increases your sales results dramatically.
Is ordering safe and secure?

Yes. We have handled over 12,000 orders and we have never had a single problem. Your credit card information is safely encrypted and is not stored after the transaction. None of your personal information is ever shared or used for any purpose other than to process the transaction. You may order with total confidence.

What if I don't like it? Can I get a refund?

Yes. Please feel free to try the Complete Package risk-free! — If you don't like it, you have up to 60 days to return it for an easy instant refund, no questions asked, immediately credited back to your card or paypal account. The money-back guarantee is enforced by Clickbank, a neutral third party. If you are not 100% satisfied, you get your money back. Simple as that.

» Click Here To Listen To The Audio Training