

# Smart Offer

## SALES KIT

### RESOURCE

## Objections Busters

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### Meet objections, create connections

Objections are thoughts that prevent your prospects from buying your offer with confidence.

They take the form of:

- Questions
- Doubts
- Fears
- Worries
- Confusion

Because we're not selling in person, we can't rely on "reading" body language or voice inflections. We need to bust objections virtually throughout our sales process.

Your customers will have objections that are specific to your offer. It's crucial that you listen closely and make a note when someone replies to a sales email or contacts you with a question. If they're wondering, chances are others are wondering as well.

Answer common objections on your sales page, in your sales emails, and in your sales presentation. Calm your prospects' fears before they have them.

This isn't just about selling more. Demonstrating that you understand your prospects' objections shows that you empathize with them.

Meeting objections creates connection.

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### Common objections and how to meet them

#### **“I don’t have time to do this right now”**

Objection busters:

- There has never been a better time to tackle this and here’s why: [PUT YOUR OFFER IN THE CONTEXT OF WHAT’S HAPPENING IN THEIR LIVES, IN OUR CULTURE, IN OUR HISTORY.]”
- “It takes less time than you may think [SPELL OUT HOW MUCH TIME PER WEEK].” “Investing time now will save you [HOW MUCH TIME] in the future.”

#### **“I can’t afford this”**

Objection busters:

- “Not solving this challenge is costing your money [SPELL OUT HOW NOT SOLVING THE ISSUE MANIFESTS IN LOST REVENUE]”
- “My solution costs less than you think [EXPLAIN YOUR PRICING PLAN]”
- “Your competitors are investing in this – if you don’t, you may get left behind.”

#### **“I don’t have what it takes to succeed at [YOUR TRANSFORMATION]”**

Objection busters:

- “You haven’t had the full support you’ve needed – that’s what [OFFER NAME] gives you.”
- “[OFFER NAME] has helped hundreds of beginners like you.”
- “We guarantee you’ll get results or we’ll refund your purchase.”