

OBJECTION CRUSHER!

HOW TO HANDLE THE 21 MOST COMMON SALES OBJECTIONS

Objection

Response

The price is too high

Need to present the offer stack as value that is far in excess of what the price point is.

They can't afford it

They need to realize that this purchase is more important than other purchases they may be planning on making with their money

They don't feel they need it

They need to be scared of the life consequences of NOT to make these daily Dream Life Mastery habit change (e.g. embarrassment...)

They think other similar solutions that exist elsewhere are cheaper

There is nothing else out there like this PERIOD. At any price. Reading a book does not get you results. Changing your mind and you.

They think other similar solutions that exist elsewhere are better for them

Even products that might seem similar are different because they don't have [list the 6 main twists here]

They don't believe that the program will deliver on its promises

Need testimonials from experts

It feels too difficult

Even if they are lazy and skip the program entirely, and only listen to the self hypnosis tracks, they will STILL gain the benefits. Even if...

They worry they will be left alone to their own devices

There is a community of Dream Lifers that they will become a part of.

They aren't convinced it will solve their problem

The reason why other solutions haven't worked for you in the past is that they teach 'at' you. But this is an interactive program, involving

They don't understand what this is

Need to paint several scenarios in the story format, that explain.

There's too much going on right now

This should be your priority right now because this will get them faster results than anything else. If they can't use it immediately they should buy it now before it goes up in price and work with it when they have time

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They might get embarrassed for purchasing it (can it raise their status?)

Results will be a source of pride.

This doesn't seem like 'me' (do they want to be a 'dream lifer?')

We need to know our avatar, so we can write for them, and it will 'feel' right for that avatar. We can accept that this won't be for everyone.

Are you the best person to learn this stuff from?

Detail your results, qualifications and experience

This program is too general

We need to focus specifically on using it for the #1 benefit (e.g. generating more wealth) as the highest priority point, and other things are 'secondary' that

I don't have time

You can have success in as little as 3 minutes a day (just do the set up stuff in the first week, then spend 3 minutes a day on your Dream)

I've been burned before

Money back guarantee. Never had Dr. Steve before, this will be different due to the unique twists, etc. Not to forget the cash prizes.

How will I explain this to my spouse or business partner?

We could write up a sample email they can use to explain why they joined, and explain what's in it for THEM. They could help keep them.

I'm not tech savvy

There is a step by step 'getting started' video.

I'll get this later

Scarcity, join now in this webinar and receive xyz bonuses.

This looks great, but I'm not good at class type stuff so I might get banned

Other people's programs are boring, and that's part of the reason they don't work. Mention the fun aspects of the program and the prizes.