

Overcoming Common Objections

1. We don't have an employee benefit program and don't plan on implementing one.

I can appreciate that. This may not be for you then. I don't want to waste your time or mine so let me ask you this...

If I could help you implement a highly valuable Employee Mortgage Benefits Program that helped you attract and retain top-producing employees, while improving company morale, and all of that could be done without costing your company a dime... would you be open to learning more?

May I make a suggestion? → Use "Advance Script" below.

2. We don't have time for an employee benefits program.

I can appreciate that. Let me ask you this?

If I could provide you with enough information within 10 minutes to decide if this is something worth pursuing, would you be open to taking a look at it sometime in the next week or two?

May I make a suggestion? → Use "Advance Script" below.

3. We are not interested.

I can appreciate that. This isn't for everybody. I'm just curious... may I ask why you're not interested in a no-cost way to add value to your existing employee benefits package?

So, if I'm hearing you right, your concern is _____. Is that correct?

OK, let me ask you this...

If I could show you how... (key benefits)... without... (key concerns)... would you be open to learning more?

May I make a suggestion? → Use "Advance Script" below.

ADVANCE SCRIPT

NOTE: Once your prospect says, "YES" to your BQQ, now you can advance them to the next step by booking an appointment or sending them a "Discovery Package" in the mail. Here's what you say to advance the prospect...

I've put together a little "Discovery Package" with a quick overview on how it works. Would you like me to send this package to you in the mail or would you prefer to have me present it to you for 20 minutes at your office?

- Are you the only decision maker?*
- How do I spell your name?*
- (If applicable) What address should I use?*
- Do you have a direct phone number?*
- May I have your permission to follow-up with you in a couple weeks to see if you have any questions?*

Provided you're sufficiently impressed, we can discuss the next steps. If not, I'll be the first person to advise you to pass on it. Fair enough?