



Know Exactly What to Say ... In Every Selling Situation!

Talk your way to a seven-figure income

“Your price is too high!”

“We’re looking at other vendors.”

“We’re totally happy with our current supplier.”

Do these objections sound familiar?

Knowing just what to say, and when to say it — in response to anything a prospect or customer may throw at you — can mean the difference between owning a Mercedes and a Taurus ... or wearing a Rolex and a Casio!

Imagine handling every selling situation confidently when the right words, in the right order are instantly before you, making your prospect eager to buy from you.

Develop your competitive advantage

Helping salespeople say just the right thing — at just the right time — is the mission of *The Competitive Advantage*, a unique monthly advisory that helps salespeople and their managers increase their sales by sharpening their selling skills.

“Salespeople run into trouble when they hear an objection or are asked a

question that they don’t know the answer to,” observes *The Competitive Advantage* editorial director, Joe McGavin. “We prepare those answers for them.”

Five ready-to-use “scripts” for successful selling

Competitive Advantage subscribers have already discovered what to say in situations like these:

1. The prospect pleads poverty.

The customer says: “I love what you sell, but there’s no money in the budget.” Is she telling you the truth or brushing you off?

To find out, ask: “Are you currently buying this product from someone else?” If she says “yes,” you know she has the money. Your job is to show her that buying from you delivers bigger benefits or more value.

2. The sale stalls. We’ve all had prospects we keep calling on but never seem to move forward. Are they really serious ... or just leading you on?

To find out, ask: “We’ve talked quite a bit over the past 18 months

about how our product can help you. I’m wondering: What’s the probability of doing business together in the next two months?”

If the answer is “none,” find out why. Prospects often have unspoken objections that you can easily overcome. If not, move on.

3. The prospect’s current supplier charges less than you do.

A prospect calls and asks about your product or service. But when you give the price, he stops you and says: “We already have someone we can get it from for less.”

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The Invisible Sales Coach

Each month, thousands of sales managers and salespeople count on *The Competitive Advantage* to deliver “sales tools” that can help them make cold calls and sales presentations that produce results.

“Our subscribers think of us as an invisible ‘sales coach’ who stands by their side at every sales call they make,” says editorial director Joe McGavin. “That’s because we tell you exactly what to say in every selling situation.”

Topics in recent issues include:

- 12 magic questions that can move your sale along quickly.
- What you should NEVER say when asking a prospect for an appointment.
- 5 ways to confidently overcome the objection: “Your price is too high.”
- The top 7 reasons why customers won’t buy ... and 7 good answers to each that will turn them around.
- How to crack a competitor’s best account ... and walk away with an order.
- Hiring secrets of the top sales managers for building an awesomesales force.
- 5 quick steps for ending a sales slump early.
- 10 proven ways to negotiate more effectively and win every time.

You say: "Then why are you talking to us?" Why this works: If the prospect was satisfied by his lower-priced vendor, he wouldn't have called you in the first place. So price is not the issue. Identify the real need ... and show how you can meet it better than his current vendor.

4. You're cold-calling a new prospect. Since many prospects don't like cold sales pitches over the phone, warm it up this way: Ask the prospect whether she is already buying your type of product or service. If she answers "yes," say: "What would it take for you to give our product a try?"

Many prospects will answer by telling you what they're looking for, so you can tailor your presentation accordingly. Others will throw the question back at you — "I don't know; why should I?" — inviting you to proceed with your sales talk.

5. You're trying to find the decision-maker. How can you tell whether the person you're talking to is the decision-maker? Ask what vendor she's using, and then ask: "How did your company choose them?" If your contact can't give you a meaningful answer, you know she's probably not part of the decision-making team.

A real time-saver

The Competitive Advantage brings salespeople and their managers a steady

stream of these proven, powerful "sales scripts" — and more — all year long.

Editorial director McGavin and his team spend more than 80 hours a month combing through hundreds of sales training programs, books, articles, Web sites, e-zines, videos and audiocassettes for the most practical, powerful and immediately useful sales ideas and techniques, saving you hours of research time.

"I've been in this business for 16 years, and I can still find something new in every issue."

Diane Shelton
The Merchandiser Newspapers

The Competitive Advantage delivers dozens of sales gems each month in a fast-paced, eight-page bulletin. Reading time: less than 20 minutes per issue.

Are you sold yet?

To close any sale, you need to prove that the price you're asking is a "drop in the bucket" compared to the value your product delivers. Is this the case with *The Competitive Advantage*?

Well, you *could* buy the hundreds of sales books and tapes published this year. But they'd cost you thousands of dollars. And would you have time to review even a fraction of them?

By comparison, *The Competitive Advantage* brings you the most effective sales ideas and techniques all year long in a concise, quick-reading format ... for a very modest "sales training" fee of just 27 cents a day. Certainly a bargain, by *any* standard.

And if an idea you get from *The Competitive Advantage* helps you close just one additional sale, that alone can easily cover the entire cost of your subscription 10 times over or more!

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