

Flipping Objections ON THE SPOT! v6

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**It's not what you
say, it's how you
say it.**



What I'm looking for is just 10-
minutes to quickly show you some
marketing ideas that are working
for Bob the Builder, Julie's
Interior Design and Brandon's
Roofing.





63% *remember stories.*
5% *remember statistics.*

Objections come at different stages of the sales process.

Phone = short reply / FOMO / Name drop

Email = 3 sentence reply - max

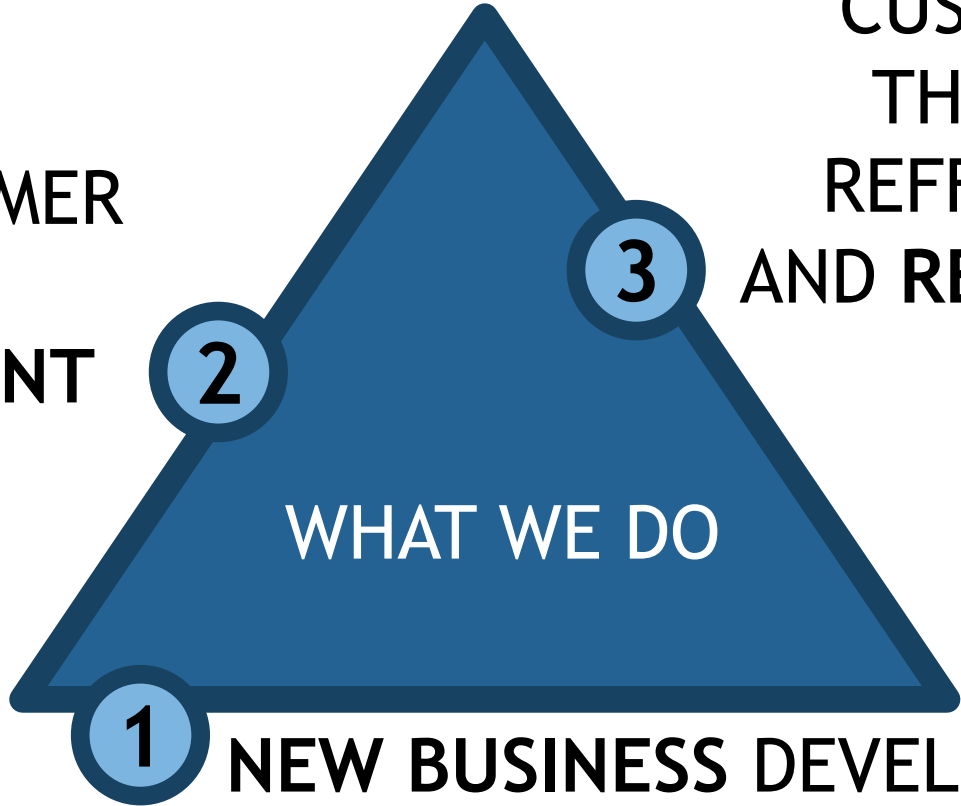
In person - stories, draw it out

Feel - Felt - Found

**I have a concern.
May I share my
concern?**

I'm hear ya. I can
respect and
appreciate what you
are saying...

**PAST CUSTOMER
RE-
ENGAGEMENT**



**CUSTOMER
THANKS,
REFFERALS,
AND RETENTION**

1 NEW BUSINESS DEVELOPMENT

Objection: I'm good.

Rep: Good as in? -- be silent --

Objection: We have enough business.

Rep: Great. Sounds like we need to move you from a new customer marketing plan to a thanking your current customers plan. You do want to thank your current customers right?

Objection: I'm good.

Rep: Good as in? -- be silent --

Objection: No staff.

Rep: Ok. Let's get some ads running to tell people you are looking to hire.

Objection: I'm good.

Rep: Good as in? -- be silent --

Objection: We are doing facebook.

Rep: Great. I am thrilled to hear that you believe in marketing. I have a concern, may I share it with you? My concern is that nearly every local business is on Facebook. Let's look at some ways to enhance what you are doing on FB and help you stand out from the crowd.

Objection: We only do digital.

Rep: Great. I am thrilled to hear that you believe in marketing. We love digital too. But, do you mean social or digital?

If social... then... My concern is that nearly every local business is on Facebook. Let's look at some ways to enhance what you are doing on FB and help you stand out from the crowd. We have helped Company A, B, and C enhance what they are doing on FB by running ads to help people become familiar with you. Citizens tend to click on things they are more familiar with.

Objection: We only do digital.

Rep: Great. I am thrilled to hear that you believe in marketing. We love digital too. But, do you mean social or digital?

If digital... then... Because we are running digital ads for Company A, Company B and Company C. Would you like to see what they are doing and replicate their success?

**Objection: I have been in this town for 25 years.
No need to advertise.**

**Creates a
barrier for
competitors**



**Keeps demand
for your
business high &
encourages
referrals.**

**Helps customers
validate their purchase**

**Objection: I have been in this town for 25 years.
No need to advertise.**

Rep: What about new citizens and encouraging repeat customers?

Objection: Hugh?

Rep: I have a concern. May I share it with you?

[Sure] My concern is that we have new people moving in all the time and it is important to remind people to come back often. What I'm looking for is just 10- minutes to quickly show you some marketing ideas that are working for other business owners in our area?

Objection: I have no budget. All spent.

Rep: What about Advertiser A, B and C?

Objection: What about 'em?

Rep: I truly feel that your absence is their opportunity! They are all seeing results after a few months of marketing with us. What I'm looking for is just 10- minutes to quickly show you some marketing ideas that are working for other business owners in our area?

Objection: No-one reads the paper any more.

Rep: May I ask you a question? [OK] Whatever your answer is, please don't worry about hurting my feelings. [OK] Do you personally read our paper? [NO] It is not surprising at all for me to hear that "no-one reads the paper" when you yourself do not read the publication. It's ok. The survey of one is totally normal. What I can tell you is this... if we published even one sentence of negativity about you, your feelings would be different about how many people read our publication. Your phone would ring off the hook. Traditional media is not a get rich quick plan. It is a tested and proven way to put your name in front of X number of readers every week so that when a customer is ready to buy you are the business they think of first.

Objection: I tried you before. No ROI.

Rep: When you last tried us, what was your expectation from the campaign?

Objection: 25 people.

Rep: Where you offering 50% off or something big?

Objection: No way.

Rep: Where you told to expect instant results?

Objection: Well no.

Rep: Marketing is not magic. But, it is a predictable process. May I explain?

Objection: I ran with you before and NO customers said they saw our ad in your paper.

Rep: I think I can help you with that. When customers call or stop in do you ask them where they heard about you?

Objection: Of course. ALWAYS!

Rep: Human nature is to recall the the last thing you did or saw. 100% normal. That is why Google or the internet will always get credit for every marketing idea you try. Even if a customer just saw your ad in our paper, if they pulled out their phone to look up your address, they will say Google. It's just the way we operate as humans. Plus, we ALWAYS research everything before we engage. What I'm looking for is just 10- minutes to quickly show you some marketing ideas that are working for other business owners in our area?

LISTEN UP! If you hear
that they wanted an instant
result.... **LISTEN....**



It sounds like you are looking for a direct response from your ad? The problem is that your product is too expensive for direct response.



Objection: We are going in a different direction.

Rep: If you don't mind me asking... What direction are you going?

Objection: --crickets---

Rep: Did we do something wrong?

Objection: no

Rep: I am just looking for 10 minutes to show you what is working for other business owners like Company A, Company B and Company C.

Objection: Word of mouth is my best marketing vehicle.

Rep: The problem with WOM is that you lose control of your marketing message. You are asking untrained people to carry your marketing message to the masses. Are you confident that they will say what you want them to say about your business?

Objection: Yes I am.

Rep: What if they had a bad experience and did not tell you?

Objection: What do you mean?

Rep: In a WOM scenerio, a bad experience can spiral out of control on social media. What I'm looking for is just 10- minutes to quickly show you some marketing ideas that are working for other business owners in our area?

**Plus... W.O.M. is really slow.
Do you have time to wait
for the game of telephone
to bring in business?**



Objection: I need to talk to my partner about this.

Rep: Great. What do you think they will like about what we talked about?

Let's set a time to chat. I don't want to call you 5,000 times and email you 10,000 times... what about setting a time to chat next Tuesday after 2pm?



Objection: Can you write an article about me/us?

Rep: We do have some sponsored content ideas.

Objection: No, I don't want to pay. If you write an article, then I will advertise.

Rep: Our readers would see right through that. Trust me. It has been tried. Let's talk about the benefits of you controlling your own message in our publication.



Objection: Your competitors offer me so much for FREE! Why not you?

Rep: There is a reason they can do that. Just out of curiosity... what do you offer for free to your customers?



Where do we grow from here?



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360 Ad Sales
STRATEGY & TRAINING

**Advertisers are
creatures of habit.
What are the chances
you will get a new
objection you have
never ever heard?**



The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is positioned on the left side of the frame, set against a white background that is partially obscured by the blue shapes on the right.

Creating Word Tracks is critical.

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