

57 Clever Questions For Taking Control Of The Conversation And Advancing The Sale Toward The Close

Use these questions to bring the focus of the sales conversation back to YOUR goals – i.e. understanding which features and benefits your prospect is interested in – and which they are not interested in. Any time you feel that the conversation has gone down the wrong path, try one of these questions to gather critical info and buyer preferences that will help you close the deal.

Tips On Reading This Free Report On Your Computer

We suggest you print this Free Report right away. Choose "print" from the "file" menu right now. That way you will be able to easily access these powerful questions on your next sales call, or study the print-out right before your next client meeting.

You also may also want to read this Report on your computer. For the best experience, try this:

- 1) From the top menu choose view > full screen. Or just hit "control L"
- 2) Once you are in full screen mode, use "control +" and "control –" to zoom in and out until you are comfortable with the text size.
- 3) Then use the "page down" and "page up" keys (instead of the mouse) to move forward and back through the Report.
- 4) To get out of full screen mode, hit "control L" again, or hit the "Esc" key.

Here we go ...

“Let Them Know You Are Listening”

Repeat back what your customer has said. Make sure you show you are listening to their EMOTIONS as well as their words and logic.

- ✓ I hear you basically saying that you you haven't really made up your mind quite yet? What would it take to help you make the right decision either way?

- ✓ So what I hear you saying is that you are a little bit _____? Tell me more about that feeling. OK, what do you think we could do about that?

- ✓ OK, that sounds pretty important. Can we go over it in a little more detail?

- ✓ I can sense your excitement about this benefit! Excellent. If you think that's great, wait until you hear this ...

- ✓ OK, I want to make sure I've got this exactly right. Can you please share your opinion one more time just to make sure I understand you completely? What makes you say that? What's behind that statement?

- ✓ Let's make sure you and I are understanding each other – if we can give you a generous \$250 dollars off, then we can do this, and you'll initial the fax my assistant will be sending over in the next 10 minutes?

- ✓ OK, I hear you. If I understand you correctly, you really like the idea, but the only thing holding you back is _____?

- ✓ Are you saying you'll go ahead with it if we can do the payment plan you described?

- ✓ Right, like you said, it's smart to _____. You'll be happy be happy to know that _____. How does that sound to you?

“Get Their Opinion”

Everybody loves to think that their opinion is valued. By getting prospect's opinion you find out what they are most interested in, and more importantly you will learn what NOT to discuss or emphasize.

- ✓ In your opinion, which company is the market leader with this type of product? Why would you say that?
- ✓ OK, but in your honest opinion, what is the greatest strength and greatest benefit of this product? What, in your honest opinion, is the worst thing about it?
- ✓ In your opinion, does this idea fit the goals of your company? Why or why not?
- ✓ In your opinion, is it the effectiveness and quality, or is it the total cost of ownership that is more important in making a decision like this one?
- ✓ The way you see it, what do you think your boss is most concerned with?
- ✓ Is your mind totally made up? I'm wondering, how did you come to that conclusion?
- ✓ In your opinion, what would be the best way to get a bigger percentage of your company's business? Is that what you would do? Why?
- ✓ The way you see it now, is there any way we can get this approved by legal in less than 10 days? How?
- ✓ Is there anything that worries you about making this decision? What exactly, and why?

“Narrow It Down”

Sometimes customers will get confused by too many options. If you can narrow down their decision to fewer choices, then they are less likely to put off a buying decision.

- ✓ OK ... Maybe we have too many options. Let's just eliminate half of the choices. Which half should we take off the table?
- ✓ Is it a just a flip of the coin, or do you prefer one of these? Which one?
- ✓ You've bought products like this before, haven't you? ... Of all those products, which turned out to be the best? Let's concentrate on the the characteristics and benefits of those products that you liked so that we can eliminate what your DON'T like.
- ✓ Just let me tell you that most people are most interested in our “Premiere Package.” Is that package of interest to you?
- ✓ If I was a magician and I could just magically give you the perfect package of your choice, which one would it be?
- ✓ Can I show you how to simplify the decision here?
- ✓ You could easily spend hundreds of dollars of your valuable time examining all the options and all the choices. To save you time and money, what should we concentrate on right now?

“Show Optimism”

Try to get a positive response from your customer. Optimistic suggestions and questions will usually get optimistic responses.

- ✓ I am sure that you won't mind me downloading this product detail sheet, would you? ... If you knew it would help you to make a better decision about which model is right for you?
- ✓ You'd be pleased to learn that we have lowered the monthly payments when you use our new smart financing option, wouldn't you? Here, let me show you ...
- ✓ You'll be happy to know that we've deepened the discount to 12%. Isn't that great?
- ✓ I'm 100% positive that you won't mind spending a quick minute with me to discuss this new product benefit, would you?
- ✓ What would it take to really amaze you? Well, brace yourself – our new product really is all that and then some. Can I show it to you?
- ✓ Let me ask you to take a second and imagine the best possible outcome from this meeting – what would it be?
- ✓ Would it impress your boss if she found out that you had negotiated us down to pretty much the lowest price we have ever sold this for?
- ✓ I think you'll be happy to know that I can take you out to lunch or dinner at the restaurant of your choice – correct? Where should we go to talk a little but more about this deal? Is Tuesday lunch, or Thursday dinner better for you?

“Be Negative To Elicit A Positive Response”

Predict a negative outcome in order to give your customers a chance to help you, or give you more information. If you predict a negative outcome, your customers may even offer up solutions that would not have thought of otherwise.

- ✓ You told me you only wanted a condo and you won't consider a townhome – or will you?
- ✓ You're not interested in our free bonuses, are you?
- ✓ You aren't interested in trying something a bit more expensive that could potentially double your profits, are you?
- ✓ You wouldn't be interested in a a policy that gives you better coverage, but at the same price, would you?
- ✓ There's no way we can get you to reconsider – is there?
- ✓ Your boss has never let you make the final decision on something like this, and it's unlikely he will now – correct?
- ✓ You just can't afford this exclusive level of quality – can you?
- ✓ I don't suppose there would be any way to increase the budget just slightly so you could get the high quality you deserve, do you?

“Super Polite Flattery Favors”

Be polite, and people will respond. Add a little flattery and then don't be afraid to ask a favor.

- ✓ I'm super sorry to have to ask you this again, but could you tell me one more time which goals are most important to you right now?
- ✓ Excuse me, but would it be improper of me to ask which other companies you are looking at right now for this?
- ✓ Did I tell you that you are one of the friendliest purchasing managers I've ever met?
- ✓ You have been so nice to me on the phone. How were they so lucky to hire you?
- ✓ Can I put in a good word for you with your boss on what a great job you've done on researching the products in this field?
- ✓ I know your job is super complicated and you have a lot on your plate right now. Instead of having to deal with selling your boss on this idea, how about you just let me to the heavy lifting?
- ✓ We originally scheduled this meeting to last just one hour. Is it possible that we still spend that amount of time?
- ✓ Would you be so kind as to tell me when you might need this installed? Thank you, and if you don't mind me asking – when would you want to have the upgrade done?

“Get Them Talking Again”

Keep the conversation going to avoid “uncomfortable silences.” Bring them back around, and keep them talking.

- ✓ What exactly do you mean by that?
- ✓ Do you feel strongly about that? Why?
- ✓ If your mind is made up, how exactly did you decide? What kind of FEELINGS came up during that process?
- ✓ That's really very, very interesting. Would you mind telling me more?
- ✓ Is that your own personal opinion or someone else's opinion? Whose then?
- ✓ OK, well what do you think your partner would say if I told him _____?
- ✓ Is there anything more you think I should know about your likes and dislikes? What would that be? Why?
- ✓ I hear you saying that, but what do you really think? ... And how did you form that opinion?

“Brainstormers”

Get your prospect to think about the rewards and benefits of using or owning your product or service. Get them to think about various possibilities. Get them to think creatively.

- ✓ What would you have to hear to get really excited about our product? Just pretend for a second that I have a magic wand and I could get absolutely ANYTHING done for you ...

- ✓ Can we toss some ideas around?

- ✓ Let's just brainstorm on this for a minute ...

- ✓ Let's try this – just let your imagination run wild for a minute. What would the PERFECT home be like for you and your family? May I show you how this new listing nearly approaches perfection?

- ✓ Have you thought about how easy this will be, and how much time this will save you once you get it going? Just imagine all that extra time you'll have to focus on what's important! Imagine what could you do with that extra time? Let's make a quick list ...

- ✓ Can I suggest an idea that might surprise you?

- ✓ Are you willing to think outside the box on this and take a look at some totally new ways of solving your efficiency problem?

“Take Their Temperature”

Find out exactly how they feel – both positive and negative. This will obviously give you more information on which benefits to pitch, and how to close the sale.

- ✓ Can you share with me your gut emotional reaction? Would you do that? What do you REALLY LIKE and what do you like NOT SO MUCH? ... Why?
- ✓ If you had to place a bet, would you say there are more votes FOR or AGAINST buying this equipment? Why?
- ✓ The way you see it, in what different ways are we BETTER than the competition? In what ways do you think we are WEAKER?
- ✓ If you could get more of any one thing we have, what would that be? Why? If you could get less of anything, what would that be? Why?
- ✓ Are the reasons for making this decision stronger than the reasons for not making it? Can you tell me what both of those reasons are?
- ✓ Let's just be totally honest. What do you HATE about this that is stopping you from buying now? OK. What do you really LOVE about this idea?

Dear Sales Professional -

Imagine experiencing week after week of effortless sales where you deftly overcome any objection a client could possibly throw at you.

... **Visualize yourself** smiling and delivering convincing rebuttals that are accepted as logical answers to your buyers' worries and concerns.

See yourself in a vivid scene shaking hands with your buyer after you've closed a deal – **while at the same time you are calculating in your head the fat commission you just made!**

It's totally possible to become a true "smooth operator" and join the top 5% of the most successful and highly paid executives in your field.

I've made it easy to unlock the secrets to overcoming objections and closing the sale -- by distilling YEARS of personal sales experience and sales training wisdom into one Master File of stunningly effective word-for-word techniques that I call:

[The Ultimate Guide to Sales Comebacks and Rebuttals 2006](#)

Use my proven Sales Scripts, Rebuttals, Closing Techniques & Psychological Triggers to:

- ✓ Increase Your Confidence
- ✓ Easily Handle Stubborn Buyers and Tough Objections
- ✓ Improve Your Closing Ratio
- ✓ Fatten Up Your Commission Checks

The 152 fresh and modern Comebacks and Rebuttals you get are BETTER and DIFFERENT than the standard stuff that has been around for years. What you'll find in this Guide are new and totally original TRUST-BUILDING, FAITH-GENERATING conversational comebacks designed for today's informed clients and complex business world.

Keep reading ...

Here is just a sample of the UNSOLICITED feedback I've received on "The Ultimate Guide to Sales Comebacks and Rebuttals" -

"Bob, the info you offer is AWESOME. it has helped us a lot already after having it for just one day. I am a manager of a telesales office and we have three branches. We had a management meeting yesterday and this guide has now become our supervisors "Bible" for training out TSR's. Thank you."
-- Curtis Dixon, Sales Manager

"This is a must-have reference! It's so easy to flip to the perfect comeback when I hear something like 'your price is too high' or 'we're already using someone else' or 'just fax me some info' ... I have been in sales for 6 years and you're right -- the language in the this Guide is definitely fresh, modern and effective. I was able to use these scripts right away and it's amazing how well they work to convince people to buy! Thank you." -- Andrew Chin, Sr. Advertising Sales AE

"I do at least 2 hours of cold-calling per day, and this is exactly what I was looking for!! The rebuttals are definitely new and different from what I have seen before. Also, it's all there in black and white right in front of me and I don't have to flip through a bunch of garbage like I do with the sales books I got off Amazon. Great resource. Highly recommended." -- Jennifer Jackson, Inside Sales Rep

"This is a brilliant sales tool. I have definitely closed more sales with it ... it is the perfect reference to browse before I go in to meet with a potential client. Love it." -- Jason Slenderov, Loan Consultant

"Bob ... Absolutely use my testimonial! I purchased your Sales Guide. We opened a contract call center in Northeast Ohio that houses 75 sales and fundraising reps ... I've been in telemarketing for a long time and it's nice to see new and different ways to say the same thing ... My sales managers loved it!" -- Linda Manea, Neocomnet.com

You can purchase the Guide for the small investment of only \$37, and it comes with a Guarantee ...

If You Don't Close More Sales Within HOURS of Reading this Guide, We Will Refund Your Purchase In Full, No Questions Asked.

If for any reason, you aren't completely satisfied with this product, just contact me within 90 days and I'll refund 100% of your purchase price. No need for explanations or excuses, just let me know and I'll refund your full purchase price on the spot.

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The Guide is 55 pages long (over 15,000 words) and it includes 152 intelligent and effective Comebacks and Rebuttals, 17 word-for-word Closing Power Statements, 15 "new school" Closing Techniques, 38 selling questions that isolate the objection, 6 budget data-mining questions, and 4 free Bonus Sections that are a huge value in their own right.

When you order you also get these 5 Bonuses:

- ✓ **Bonus #1:** How to Tell if Someone is Lying to You
- ✓ **Bonus #2:** Three Free Software Programs you can use to Manage Your Sales Efforts and Increase Your Income by 37%
- ✓ **Bonus #3:** Seven Mental Exercises to Sharpen your Persuasive Mind, Calm your Nerves, and Focus Power
- ✓ **Bonus #4:** Seven Essential Patterns of Behavior for Success



Bonus #5: Napoleon Hill's classic "Think & Grow Rich" -- Absolutely Free! ... This 175 page eBook is the definitive manual to programming your mind to take specific, step-by-step actions that will make you wealthy. **It's yours FREE when you order now.**

You've witnessed for yourself in the form of this Free Report you are reading right now that the Sales Training Materials I have on the market are of the highest quality and the deepest, richest research and experience-based psychological effectiveness.

You WILL profit from this Guide immediately ... and at \$37 your smart investment in yourself is less than you would spend on a round of cocktails at the end of a great week of sales.

Now that you know everything there is to know about my Guide (and the free bonuses) **WHAT'S THE ABSOLUTE WORST THING THAT COULD HAPPEN** if you went ahead and picked up a copy right now? Remember our satisfaction guarantee. Also, you can have it in your hands instantly, at any time of day or night – even if it's 3 o'clock in the morning.

I promise you won't be disappointed! Try it now.

Sincerely,



Bob Firestone
bob.firestone@gmail.com

P.S. - If you order now, you get everything listed above including over 152 intelligent and effective Comebacks and Rebuttals, 17 word-for-word Closing Power Statements, 15 "new school" Closing Techniques, 38 selling questions that isolate the objection, 6 budget data-mining questions, 4 free Bonus Sections that are a huge value in their own right, and a free 175 page eBook copy of Napoleon Hill's classic wealth-building masterpiece "Think and Grow Rich."

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