

For Practice

Objection Handling: 'It's More Than I Can Afford'

Use this script to help you with effectively handling this objection before you begin taking anything out of the system to reduce your price.

Salesperson: This is the Monthly Investment and here is the Total Investment, we also have 12 Months Same-As-Cash, and take VISA/MasterCard. Which would be best for you?

Customer: I wanna think about it.

Salesperson: Can you tell me what you might be thinking about?

Customer: It's just more money than I want to spend...

Salesperson: This is a significant investment. It is an investment of this size for two reasons. First, because we designed a top-of-the-line system that gives you everything you wanted. Second, we take care of all of the hidden details...we don't cut corners (Iceberg story).

We could design a System at any investment amount, and I'll be happy to work with you to do that, but you might not be quite as happy with it. Would you like to go ahead with this or do you want to take a look at other systems?

Customer: I like this system, but it's still a lot of money.

Salesperson: I can appreciate that. Is it the Monthly Investment or the Total Investment you're thinking about?

Customer: It's the Monthly Payment. It's more than I can handle right now.

Salesperson: Sure. Well, there is the monthly utility bill energy savings to consider. Let's look at that (show him) and see what your net, out-of-pocket investment would be. (explain). So, you can see that your investment is only ___ a month, and when it's paid off you still continue to get the savings. Given that would you like to go ahead?

Customer: Well, it's still too much for me to put into my budget.

Salesperson: Sure. Some of my customers make a down payment to reduce the monthly payment. Would you like to do that, or look at different system?

Customer: Well, we could put \$5,000 down...

Salesperson: Okay, well, here's what that would look like (explains). Given that, would you like to go ahead?

Customer: If we could still get the top-of-the-line for only that much each month then I'd say let's go for it!