

# Eliminate Stalls and Objections!

WRITTEN ON MARCH 24, 2010 BY MARK IN SALES MEETING MINUTE

Stop handling your prospects stalls and objections – *eliminate* them.

Start by identifying the most prevalent stalls, put-offs, and objections you receive from prospects.

To develop a strategy to eliminate them, examine the sequence of events that leads up to each particular stall or objection. Is there something you could have said, done, or asked that would have prevented the stall or objection from surfacing?

Once you've identified what it would take to preempt the stall or objection, the appropriate up-front agreement, action, strategy, question, or response: then rehearse, rehearse, and rehearse some more with a colleague, your sales manager, or perhaps your spouse.

You must internalize the responses and actions until they are *second-nature*. The next time events that typically precede a stall or objection start to unfold, you'll be prepared.