

## The Key To Handling Price Objections

### 1. Raise the Issue Before They Do

Remember prevention is always better than a cure. It is always best that you bring the issue out and address it before the prospect does. This way it will not come up as an issue later in the sales process, or if it does you will have an appropriate resolution for their objection.

For Example:

**Price:** "Is \$X a week affordable? No. "Why do you think that \$X is too much to invest in your health?"

**Time:** "Will you have time to attend the centre 3 times per week?"

### 2. Stress the cost of Not Buying

What is the cost of not joining? How will they feel if they do not lose 10kg that they have indicated they want to lose. How will they feel if they do not achieve their fitness goals?

### 3. The 3 R's

When dealing with objections during the sales process remember the 3 R's.

#### Repeat

When a person brings up an objection repeat the objection in the form of a question.

For example: **Price Objection:** Are worried that you will be unable to afford your membership?

#### Refer

Refer the member to details that you have discussed earlier in the sales presentation (*See raising the issue before they do - above*)

For example: You mentioned that you were willing to pay \$X per week to achieve your health and fitness goals.

#### Resolve

Offer a resolution to the prospects objection.

For example: We have an easy payment system where you can pay off your membership from only \$X per week.