

# **Winning The Sale**

## ***Overcoming Objections***

By [Omar Martin](#)

**"2 Simple Methods to Earn Your Customer's Trust,  
Race Ahead of Your Competition and WIN the Sale!"**



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**Randy Smith**

<http://www.RandolfSmith.com>

**Authored & Published by:**

Omar Martin  
426 Wildwood Ave. SW  
Palm Bay, FL 32908

[www.omar-martin.com](http://www.omar-martin.com)

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## Section One

### Introduction

#### About the Author



I have been a successful salesman, sales trainer and manager for over eight years now. I have developed hundreds of power-selling sales professionals with my "High Performance Sales Secrets" and what I am about to share with you here. I have used these sales strategies to represent dozens of fortune 500 clients, restaurant chains and professional sports teams. My forte' has always been face to face selling and that strength has enabled me to recruit, train and develop an array of successful sales teams in just about every part of the United

States. I have applied my techniques successfully to just about every market venue and every form of sales you can possibly think of. The principles I teach are easy to understand, easy to apply and best of all; they work anywhere, on anyone, at any time and with virtually any product or service that you may be trying to sell. The reason for this is quite simple. My sales concepts deal with basic human psychology.

My formal education was in medicine. I paid my way through college as a nightclub Disc Jockey (DJ). I later served as a New York City Paramedic for many years and I also went to medical school where I studied neurology. I even worked as a PA (physician's assistant) in a NYC clinic. I was very good at my job and I must admit it paid quite well. I had specific guidelines and algo-rhythms to follow day in and day out.

In the year 2000 I packed up and moved to sunny Florida in order to try a new career for a while. I was searching for something that could earn me a residual income. My thinking was, if anything ever happened to prevent me from earning a living, I would always make money through residual income. After giving it more and more thought I began to realize that I just didn't want to work anymore all together! I wanted to work real hard for a short period of time and then just not work at all anymore for the rest of my life. That became my motivation for success... **FREEDOM.**

I answered a small ad in the Sunday classifieds for a sales job. At first I was working table events at colleges and department stores. My job was to greet people and get them to my table. Then I had to get them to give me all of their personal information and sign up for a credit card that had a ridiculously high interest rate! It difficult work for most people, but for me it came quite easy. It was all just a numbers game. I would sign up approximately 200 people per day and I was making very good money.

I soon moved up to the trainer position and began to represent bigger clients. Clients that

needed specific market penetration in pinpoint geographic areas around their local business branches. The best way to do this was simply by canvassing the surrounding neighborhoods with a team of door to door sales reps. I did this very well and **here is where I truly mastered my selling skills**. I went on to become a manager and I trained hundreds of sales reps to duplicate my success, each time generating residual income for myself of course. Later I opened 3 offices of my own in different parts of the country.

A few years down the road (in 2004), my wife and I started another company that catered to children's charities. This business dealt with the sale of safety products to parents. At around this same time I began to speak at conferences and doing outside consulting and sales training for many different firms. The rest is history.

## **A Necessary Skill**

What many sellers don't understand is that it takes a little more than just a good product and a friendly smile to make a sale. Customers need to be "Won Over" and winning over a customer is a bit more complicated than just blabbing away all the great points about your product.

On my internet sales pages you will always find that I make a fair attempt at hitting the negatives head on. I predict what my readers are thinking at any given point in my copy. If I feel that my readers impulse might drop at a particular point, I address the issue outright. In essence I give them their objection BEFORE they give it to me. I then follow up that objection with a concise rebuttal and close the deal. This is an effective way to raise the prospects willingness to buy, or "impulse".

Face to Face or telephone sales people have to do this as well but they have the luxury of hearing (or seeing) the specific objection directly from the prospect. The concept remains the same. In all three scenarios, the seller must predict the objection and be prepared to overcome it if they want to win the sale.

This fact makes overcoming objections a prerequisite of a successful marketer. It is a necessary skill and one that takes practice. It's like a muscle, if you don't work it out it will never perform better. As a matter of fact it will probably get worse.

I suggest role playing scenarios as a way to anticipate and overcome objections. If you are an internet marketer **you should read your sales page to yourself again and again**. Each time you read it, try putting yourself in the customers shoes. Ask yourself "What apprehensions do they have?" and "What is stopping them from buying NOW?" and "What do they think is a problem with this product?" Then answer those questions in your copy. This is going to set your reader at ease and make the purchase more likely to happen.

## Section Two

### The Objection

Whether you are trying to sell something online, face to face, over the telephone or in print; if you think that your prospects will not have reservations about making a purchase you're kidding yourself! As a matter of fact, I have found that customers who rush to make a purchase without having given me an objection or asking some type of question end up being unhappy and usually ask for a refund down the line.

**An objection is any sign that the prospect is losing interest in your product.** The most common type of objections are verbal. They can be as simple as a question or as direct as a negative comment. Another type of objection is an implied objection, these are non verbal and demonstrated by the prospects actions or facial expressions. Either way, objections propose a legitimate challenge for the seller and they must be addressed head on if we want to win the sale.

Many internet marketers and face to face sales people fear customer's objections like the plague! They tend to go on and on talking about the product then they reluctantly put the price out there. I love what usually happens next... they close their eyes, cross their fingers and hope that the customer says "yes" . If the customer says "no", they reply with an abrupt "Okay, thanks anyway" and move along with their tails between their legs. I just laugh when I see this cause **I'm the guy that's gonna move right in behind them and close the deal for myself!**

### Be Prepared

Successfully overcoming sales objections is not hard at all but it does take some practice. Why do marketers fear objections? Well, I think it's because they're just not well prepared to overcome them. You see, the key to winning the customer is to predict what they're going to say and already have a rebuttal lined up for them!

**You need to be an EXPERT on your product.** Know it inside and out, backwards and frontwards and from top to bottom!

**"Every question about your product that you are unable to answer will inflict a devastating blow to your credibility in the eyes of your prospect."**

**You can NOT assume that your customers are stupid.** I know that many sales "gu-ru's" will preach to you that the general public is stupid and easily influenced. That's just antiquated bad advice and only ignorant marketers will follow it. Maybe 20 or 30 years ago it

was fair to assume that the average consumer wasn't well informed. But now a days we have the internet and we must approach each sales pitch as if the consumer is well educated.

The internet has caused a communication and education boom that makes the industrial revolution pale by comparison. If you think that your customer's are not going to surf the web to learn more about your product you are hugely mistaken!

I remember paying a great deal of money to attend a sales seminar a few years ago. I will never forget how I sat in amazement when the speaker said... **"If you can't dazzle them with brilliance, baffle them with bull shit!"** I was in awe! **NOTHING CAN BE FURTHER FROM THE TRUTH!** This guy was telling me to just make stuff up if I didn't know what to say to my customers. He claimed that what you were saying was irrelevant as long as you said it the right way. My experience has proven him wrong time and time again.

I have built an empire by doing the opposite of what that "gu ru" tried to teach me that day. I guess in retrospect it was a useful seminar because it served as an example of "what not to do!" I pride myself in being ethical with my clients and my students. My morals and ethics are the bedrock of my character. They are unshakable and I will not sway them for anyone. I live by these basic truths. That being said, **if your looking for me to teach you ways to lie, cheat, hustle and swindle people out of their hard earned money... You've Got The Wrong Guy!**

## Maintaining Business Posture

Business posture is not a physical stance but rather an aura that you emit as you guide your prospect along the presentation. Does this sound corny? Maybe, but you'd be crazy to dismiss it. You see, successful selling is made through effective communication. People interpret communication by the way it makes them "feel". Hence, your words must bring about certain feelings and emotions in your prospect or they just wont be compelled to buy from you.

Business posture refers to an aura of confidence, trust and wisdom. When you emit these messages through your text or verbal presentation you will inspire the prospect. They will feel a connection to you and to your product. I do this by carefully choosing my words and the methods in which I convey my message. I balance indifference with education and I use my F.I.G.S. Continuously. The figs are by far the best way to convey business posture and you can learn about them in ["High Performance Sales Secrets"](#)

**The reality is that you have to know what to say AND how to say it.** Any seller that doesn't pay mind to both of those points will be short lived and eventually fail. Todays consumer just won't put up with that type of crap. It's too easy now a days to find a competitive product. Buyers don't need to waste their time with sales people that do not appear to be genuine.

## **Proper Communication**

Everyone, and I mean everyone can always improve on their communication. I for one am an expert salesman but my wife would argue that I just don't know how to communicate. LOL Go figure! Sometimes we have the exact message that we want to convey stuck in our heads but it somehow gets twisted on the way to our mouths (or to our hands if we're typing.)

Why is that? Well, Neurophysiology tells us that our brain constructs messages through a network of pathways that connect all the different parts of our brain. In an instant, we gather information, string it all together and spill it out through our mouths in the form of sentences.

The problem arises when there is a fork in the pathway and your brain calls on **you** to make an instantaneous decision on which route to take. This creates stuttering, delayed responses, loss of eye contact, and deviation from the subject matter. All of these things will manifest themselves to your prospect as indecisiveness, insecurity, lack of confidence and just plain lack of knowledge about the product.

This happens to internet marketers just the same. If you've ever read a poorly written sales page on the internet where the seller just rambles on or talks about things that are irrelevant to the product you know exactly what I mean. Some sales pages are very repetitious, this would make a prospect feel that there isn't much to the product and the seller had to repeat the same things over and over. The product may in fact be excellent, but the seller failed to communicate this effectively and the buyer surfs away from the page. **Objections, (or any sort of questions for that matter) are your opportunity to shine.** This is where you truly win the customers trust. It is wise to know your product inside and out and to have some preplanned rebuttals to the most common objections.

**Never get into a debate with your customer** about your product. **Don't argue just educate!** Remember always that YOU are the expert, not them. Instead, try to edify the customer, compliment them on proposing such a well thought out concern and then tackle it head on. Remember that you attract more bees with honey than you do with vinegar.

When you have a difficult or dis-satisfied customer the key is to remain calm and **LISTEN**. I teach the three R's: Read Relate and Relax. Don't get yourself all worked up. If you do, then the customer is in control of you. Maintain control by keeping your business posture.

When addressing an objection, always keep a cool, calm and collected disposition about yourself even if the prospect may be throwing you for a loop. Give yourself a moment of pause, maintain focus on the topic at hand and try to understand the "root" of the customers objection before you respond. Memorize the steps to your presentation so that you can easily get back on track if your customer hits you with a curve ball from out of left field.

## Section Three

### The Rebuttal

The product or service that you are trying to sell will have its unique features that will bring rise to specific questions from the prospect. Make a list of all these possibilities and then memorize the answers ahead of time. I have found that most products have about 10 or 12 common objections associated with them. Here are just a few common ones:

- I don't have any money.
- It's too expensive.
- I don't need it.
- I won't use it.
- I have to talk it over with my spouse.
- I have to think about it.
- It's too complicated.
- I already have something similar.
- This is a bad time.
- I hate solicitors. <----My Favorite!

The list goes on and on, these are just a few off the top of my head and yours will vary in accordance with what you're selling. You need to have simple, preplanned one line responses to each of your particular objections memorized. But regardless of the objection or the product I always use one of 2 responses.

I have learned that in any conversation, the person asking the questions is in control. If your customer is spouting out question after question they are in control of your pitch, you have to regain that control by quickly addressing their concerns and asking for the sale. We do this by disarming the prospect.

Even if the customer is not verbalizing their objections, you must assume that they are having them. You should ask probing questions and try to get the objection out of them. Remember that "I'm not interested" is not an objection. That is a statement as a result of an objection. When a customer says something as broad as "I'm not interested" you must attempt to get to the root of the objection. Be relentless until you get the real reason that they are turning you down and then address it with one of the 2 methods I explain in this book.

## **Disarming The Prospect**

Sometimes I refer to selling as a gun battle between two armed opponents. Your bullets are the hot spots on your product. The customer's bullets are his/her objections. The key to winning a gun fight is not to dodge the bullets or survive the impact of a gun shot wound but rather to avoid it all together by disarming the opponent. This way you've won before you've started and the customer is out gunned!

Disarming the customer means that we will take their side of an objection instead of an opposing side. When a customer shoots out a reason to not purchase and you shoot out a reason they should, you have wittingly engaged in battle. Bad move. Instead, I agree with their reason and totally catch them off guard, almost like reverse psychology if you will.

Naturally, this will place the customer at ease and remove the tensions of debate. Now the customer will be open to hear what you have to say instead of guarded and defensive as one would be in a gun battle. This approach works like a charm and helps you WIN over the customer as an ally instead of losing them through confrontation. The two responses that I have found work best to disarm the prospect are: "Feel, Felt Found" & "Exactly".

### **Feel, Felt, Found**

Feel, felt, found puts you in the customer's shoes and shows them that you understand their concern. The sweet thing about it is that it applies to anything! For example, if the prospect objects by stating "The product is too expensive." I would reply by saying something like:

**"I know how you FEEL, my wife and I have considered buying similar products in the past and we've FELT the same way. We decided to try this product and this is what we FOUND...."**

Notice how this response instantly disarms the prospect by putting myself in their shoes. I then might move on to tackle their objection by giving them an example of some more expensive competitive products and then raise their impulse back up with a unique feature and benefit that will improve their quality of life.

In addition to disarming the prospect, using this technique will give you a moment's pause to think of a direct answer to their question. If you practice this, you will eventually learn to do it seamlessly and you will be emitting an aura of confidence with your rapid responses.

## **Exactly**

The other rebuttal that I use is **"Exactly, thats why I'm here."** This method is extremely effective because you are actually converting the prospect's objection into the reason for them to buy. This can be used with practically every objection. Lets say our customer objects by saying "I already have something similar." I would respond with something along the lines of:

**"Exactly Mr. Pospect, Thats why I'm here, we know that most people in this neighborhood have been unhappy with the performance of these other products, so I'm here to help eliminate that problem for you. Here's how....."**

Again, you will have to tailor your subsequent remarks to your specific product but you've now had the time to arrive at a valuable response for the prospect. This method can be used in conjunction with the Feel, Felt, Found approach as well, **play around with it and then PRACTICE!**

I use these same exact methods in print and on my sales pages. The key is to the rebuttal is to predict the objection and then disarm and relate rather than oppose and debate!

## **Close!**

After you've addressed their concern, ask them if they were satisfied with your response. If not, respond again. Always remember that objections are a normal part of selling and you can't move on to the close until you have overcome them so hit them head on.

**After overcoming any objection or answering any question ALWAYS CLOSE AGAIN!**

Forgetting the final close is one of the most common mistakes that I see in sales pitches today. The customer showed a genuine interest in your product by asking a question or proposing an objection or maybe by just visiting your website and the sales person just goes on blabbing away without attempting another close.

People will not automatically reach for their wallets; you have to tell them to do so. On the other hand, if you've already made three attempts to close the deal and you still don't have a sale, it's time to move on and look for your next buyer because this person is just chewing up

your precious time.

There are 5 Steps To A Sale, I cover these in great detail in "[High Performance Sales Secrets](#)". Understanding the five steps will help you predict a customers objections and give you the upper hand regardless of whether they are standing in front of you or if they are reading your sales page at 3:00AM.

## Internet Marketing Objections

Whether you sell on Ebay or on your own website sales page, you too must understand that your prospects (visitors) will contemplate their own objections as they read your "copy" or the sales pitch that you've written.

One thing always holds true, those who write better copy make more sales. For specific advice on how to create killer copy I would definitely suggest reading "[Sales Letter ABC](#)" as well as "[Magic Auction Words](#)" by Randy Smith. The reason I love Randy's work and always find myself promoting his books is not just because he's a great writer and has tons of useful information, but rather because he was already an expert salesman **before** he became an internet marketer. Like my own, Randy's products have a significant advantage over those written by authors that have never done sales.

I have found that you must present the copy on your sales page or auction listing the same as you would say the words in a face to face presentation. **The customer will have the same inhibitions and feelings about buying (or not buying) your product regardless of whether they are sitting at their computer or standing at their front door.**

All of our customers are human and susceptible to human psychology. Understanding this fact tells us that we must identify our prospects hot spots and "zero in" In other words we have to push the right buttons. You can push these buttons with your copy the same way you would with your words. The key is knowing which ones to push and when to push them.

You must effectively predict these objections and **combat them throughout your copy** or your prospect will lack the impulse to make a purchase. They will simply click on that little "X" at the top right corner of their screen and continue surfing until they land on another page and someone like me rebuts their objections and manages to raise their impulse.

## Section 4

### Conclusion

Sales is a very competitive industry but there is lots of money to be made. To be successful you must give each presentation 100% of your efforts and put the law of averages to work in your favor. Using the bits of information you have learned here will help you accomplish just that, but there is so much more that you can do.

I invite you to examine my "[High Performance Sales Secrets](#)" at no risk. There I will uncover the secret sales tactics that have earned me hundreds of thousands of dollars. I will teach you the 5 simple steps that your competition doesn't want you to know. "[High Performance Sales Secrets](#)" is not just an ebook, it is a full training course with video tutorials that will help skyrocket your sales.

### Keep It All Together

Sales is an exact science, there is no luck involved whatsoever! You must carefully guide your prospects to and through the point of purchase or someone else will. There is absolutely no reason to fear writing a sales page or putting on a face to face presentation if you are armed with the proper tools.

"Keep your wits about you during every presentation!" and **don't be afraid to make mistakes**. As long as you are genuine and don't put on an "act", **the prospect will be able to sense your sincerity** and they will be attracted to what you have to say.

Keep your rebuttals short. Many sales peoples often fall into the trap of starting back off at the top of the pitch after overcoming an objection. Don't make this mistake, it's called over selling and it will kill your profits. Instead just calmly answer the question at hand with one of the two methods above. Then relay a feature and benefit followed by a CLOSE. This will keep your prospect interested and maintain your business posture.

I truly hope that you have found this book resourceful and informative. I have tried to keep it concise yet full of good and practical information that you can put to work immediately. These fundamentals along with my "[High Performance Sales Secrets](#)", have enabled me to create a great lifestyle for my family and **I continue to earn a very lucrative income.** I urge you to continue learning! Continue to practice and seek out ways to become better and better at sales.

To this day, I am constantly striving to become better at what I do. I have included a ton of links to other great products below that have all greatly influenced my success. I highly recommend that you read them ALL!

I encourage that you contact me with your success stories at: [support@omar-martin.com](mailto:support@omar-martin.com)  
Remember that you can always pick up more great tips and lots free advice and free products at my blog [www.omar-martin.com](http://www.omar-martin.com)

To your sales success,  
**Omar Martin**

**Suggested Reading:**  
**["High Performance Sales Secrets"](#)** by Omar Martin



**Check Out These Other Great Products:**

["Magic Auction Words"](#) by Randy Smith

["Operation eBook"](#) by Paula Brett

["Sales Letter ABC"](#) by Randy Smith

["Selling 4 Winners"](#) by Sjoerd Eisma

["Rejection Free Cold Calling"](#) by Mathew P. Munafo

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