

Feel, Felt, Found, & Share – Close

Why This is a Favorite: This is a favorite because it uses the tried-and-true Feel, Felt, Found method and then expands on it. It takes all the best parts from Feel, Felt, Found, alignment with your customer, empathy for them, solutions for their problem and then ties those solutions to the customer's own situation. This is an extremely powerful method for overcoming an objection.

Scenario: You have just presented your customer Steve with an investment proposal. After reviewing the proposal, the customer points to the price and lets you know that it is too high.

Why the Customer is Objecting: Your customer like most believe that every price is too high. This is a natural reaction and is typically more of a complaint than an actual objection. Right now, you have to create enough value to justify the price.

Goal: Your goal is to align yourself with your customer, make them feel comfortable that others have felt like them, and then share with them the solutions others have taken advantage of.

Complete Script:

Customer: *"Julie, the price is just too high."*

Salesperson: "Ok, I completely understand how you feel Steve. The fact is, I have felt the exact same way, until I found out the reasons the _____ is priced the way it is. May I share them with you?"

Customer: *"Please do."*

Salesperson: "First of all, we don't set the prices on our vehicles, the market does. We could not become the #1 dealer in the area if our pricing was too high. Second, this vehicle is award winning, including best in class, best quality, 5-star safety rating and car of the year. And third, because of all of these awards, the styling and value the _____ is in extremely high demand and there is limited supply, people are trying to buy these like crazy. Think about it Steve, that's why you want this one isn't it?"

Customer: *"Yes."*

Salesperson: "Excellent, let's wrap this one up for you so you can start to enjoy your new _____ like my other customers."