

CRUSH PRICE OBJECTIONS

Presented by Tom Reilly, author of Crush Price Objections (McGraw-Hill, 2010)

This tone-setting presentation introduces audience members to the inspirational and practical message of defending their profitability.

Price resistance is the dominant objection salespeople encounter on a daily basis. Crush Price Objections™ is designed to offer salespeople immediate relief from this problem. This how-to, practical, street-smart program teaches salespeople how to persist when buyers resist.

TOPICS AND THEMES

- The realities of price resistance
- Positive and negative attitudes toward price
- What you must know about price shoppers
- How to change the price shopper's mind

AUDIENCE VALUE PROPOSITION

When audience members embrace the Crush Price Objections philosophy and execute its strategies and tactics, they will achieve a pre-emptive selling advantage and hold the line on prices.