

THE BEFORE-PRICE SHEET

5 questions to ask on the call, and what to say after each answer.

Most objections about price are really about something else: a missing decision maker, no time, no budget, a date, or doubt that the numbers work. Ask these five questions before you ever say the price, and you will hear the real objection while it is still easy to fix.

THE 5 QUESTIONS AND WHAT TO SAY AFTER EACH ANSWER

#	Ask	If the answer is a problem, say
1	Is anyone else part of this decision? Do they know about this call?	Would it help to get them on a quick call so we all hear the same thing?
2	How much time can you give this each week?	Then let's size it to that. What is a realistic number of hours?
3	What budget did you have in mind?	Thanks, that helps. Let me show you what fits in that range.
4	When do you want this done?	Got it. Let's work backward from that date and see what is possible.
5	Do the numbers work for you? Are you ready to start today?	What part do the numbers not cover yet? Let's look at it together.

HOW TO USE IT

1. Ask all five before you say the price. One at a time, then stop talking and listen.
2. If any answer is a no, write it down. That is the objection, found early.
3. Fix that one thing first. Do not move to the price until it is cleared.
4. If everything is a yes, say the price once, calmly, and stop.

CALL NOTES BOX

Question	Their answer	Problem? (Y/N)
Question 1		
Question 2		
Question 3		
Question 4		
Question 5		

OBJECTION LOG

Ask honestly. Never push someone to say yes. Rules of thumb only. Educational only. Results vary by business and by account. No sales, views or income results promised.

Objections found early. Now find more people to ask.

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