



# Turn Objections into Insertion Orders Webinar

Ad sales is a profession and like all professions requires skill, and those account executives that take the time to master this skill will excel; but in sales **all skills are not equal**. While prospecting, presentation and closing skills are the key ingredients to ad sales success, **nothing is more important than having the ability to handle objections**. Because when your prospect objects, you hit a pivotal point - you either have the ability to overcome the objection or the sale is over.



## Objections are an intricate part of the selling process

Whether you're prospecting for new clients or closing the sale, objections are an intricate part of the sales process and anyone that has been selling magazine ads for more than a day has heard their prospects say:

*Just mail me a media kit  
I'm too busy right now  
Let me think it over and I'll get back to you  
I'm not interested  
We don't do magazine advertising  
I'm happy with my existing marketing campaign  
I want to discuss this with my partner first  
This costs more than I want to spend  
We've decided to hold off until next quarter  
I like the idea, but I need a bit more time to decide  
We don't have the budget*

**But objections should not be costing you sales.** Attend this powerful webinar and you'll discover how the industry's most successful account executives land more clients by turning objections into insertion orders.

## Here's just a small sample of what you'll learn

- How to eliminate common objections
- How to land the account without answering the objection
- The best time to respond to an objection – it's not when you think
- Why addressing the prospect's first objection is a waste of time

- A simple test that will instantly tell you if the objection is true or false
- The first thing you must do when your prospect objects
- What you must never do after handling an objection
- How to overcome common objections before they occur
- Field tested responses that turn objections into insertion orders
- How to overcome the stall and motivate your prospects to commit now
- Simple rules that make handling any objection easy
- An objection is an indication that the prospect is ready to buy - discover why
- Understanding why objections occur and learn to control them
- How to cushion your response and bring down your prospect's guard
- How to use objections to improve your presentation
- How to turn objections into benefits



..... **Plus you'll learn** .....

### **How to prevent common objections from occurring**

The industry's most successful account executives **hear 70% few objections** than the average salesperson. Attend this powerful webinar and you'll discover how to increase your sales by eliminating common objections before they occur.

### **How to use objections to close the sale**

You'll discover a powerful closing question that; instantly tells you if the objection is true; identifies the prospect's hidden concerns and turns the objection into a sale.

### **How to get your prospects to answer their own objections**

Never again get stumped by an unexpected objection. You'll discover a powerful response that forces your prospects to answer their own objections.

### **Field tested responses that turn objections into insertion orders**

Don't take "No" for an answer. You'll discover field tested responses that overcome the prospect's resistance and turn objections into sales.

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## **100% UNCONDITIONAL FULL MONEY BACK GUARANTEE**

Put the field-tested skills that you'll learn at the **Turn Objections into Insertion Orders** webinar to the test for the next 60 days. **If you don't notice a dramatic increase in sales and profits or if for any reason whatsoever you're not completely satisfied with the results, we'll give you a full refund.**

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### **Learn from the ad sales expert**

As author of the best seller **How to Grow Rich Selling Magazine Ads** and **Prospecting Strategies that Drive Ad Sale** Peter Ebner presents over 200 talk, seminars and in-house training programs each year. But what makes this webinar so effective is his extensive hands-on industry experience. The webinar not only reflects his personal experience as a publisher, selling print and advertising for over 15 years but rather the experience of the thousands of successful account executives he has trained. As a professional sales trainer with over 25 years of industry experience Peter knows the challenges you face and he'll show you how to sell more