

Tyler Vaughan

Overcoming Price Objections In Sales: 5 Steps



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STEP 1: CONQUER PRICE OBJECTIONS: A CRUCIAL SKILL FOR SALES PROS

**UNLOCK YOUR
COMPANY'S
POTENTIAL WITH
YOUR PRODUCT:
EMPHASIZE THE
VALUE!**



EXAMPLE: “I UNDERSTAND THAT THE PRICE MAY SEEM HIGH, BUT LET ME SHOW YOU HOW OUR PRODUCT CAN SAVE YOU TIME AND MONEY IN THE LONG RUN. WITH OUR X (SOLUTION), YOU’LL INCREASE YOUR PRODUCTIVITY BY 20%, WHICH TRANSLATES TO AN ESTIMATED \$150,000 IN SAVINGS ANNUALLY.”

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**STEP 2: EXPLORE YOUR
OPTIONS – GET THE MOST
OUT OF YOUR BUDGET!**

**EXAMPLE: “I UNDERSTAND THAT
OUR PREMIUM PACKAGE MIGHT
BE OUTSIDE YOUR BUDGET. WOULD
YOU LIKE TO CONSIDER OUR BASIC
PACKAGE? IT HAS FEWER
FEATURES BUT IS MORE
AFFORDABLE. IT CAN STILL MEET
YOUR ESSENTIAL NEEDS WHILE
STAYING WITHIN YOUR BUDGET.”**





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**"ACHIEVE 30% RETURN
ON INVESTMENT IN
JUST A FEW MONTHS!"**

EXAMPLE: “I RECOGNIZE THAT THIS IS AN INVESTMENT. HOWEVER, BASED ON OUR CUSTOMER FEEDBACK, ON AVERAGE, CLIENTS SEE A 30% INCREASE IN REVENUE WITHIN THE FIRST YEAR OF USING OUR SERVICE. SO, YOU CAN EXPECT A RETURN ON YOUR INVESTMENT IN JUST A FEW MONTHS.”



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STEP 3: UNLOCK SAVINGS WITH AN ANNUAL PLAN!

Example: "I appreciate your concern about the price. How about if I apply a 10% discount if you commit to an annual plan? This way, you'll get the same great product at a more budget-friendly rate."



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**STEP 4: ADDRESSING
YOUR CONCERNS: LET'S
FIND A SOLUTION!**

EXAMPLE: “I CAN SEE THAT YOU HAVE SOME RESERVATIONS ABOUT THE PRICE. CAN YOU HELP ME UNDERSTAND WHAT SPECIFIC ASPECTS OF THE PRICING CONCERN YOU? I'D LIKE TO ADDRESS ANY ISSUES YOU MAY HAVE AND SEE IF WE CAN FIND A SOLUTION THAT WORKS FOR BOTH OF US.”



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STEP 5: OVERCOMING PRICE OBJECTIONS: LISTEN, EMPATHIZE, AND NEGOTIATE

**IN CONCLUSION:
REMEMBER THAT THE KEY TO SUCCESSFULLY OVERCOMING
PRICE OBJECTIONS IS TO LISTEN ACTIVELY TO YOUR
PROSPECT'S CONCERNS, EMPATHIZE WITH THEIR
PERSPECTIVE, AND TAILOR YOUR RESPONSES TO ADDRESS
THEIR SPECIFIC NEEDS AND OBJECTIONS. ADDITIONALLY,
BE PREPARED TO NEGOTIATE AND OFFER ALTERNATIVE
SOLUTIONS TO HELP POTENTIAL CUSTOMERS FEEL MORE
COMFORTABLE WITH THE PRICING.**

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