



## HOW TO OVERCOME THE TAN TAX OBJECTION

**After** you have the customer's credit card in your hand, and you are getting ready to ring up the sale, you need to mention that there is a 10% Federal tax on all tanning purchases. Before the customer even has a milli-second to object or respond you **MUST explain the positive benefits** that this tax provides for our nation.

Say exactly this:

"There is a 10% federal tan tax on all tanning purchases as of June 1st 2010 which President Obama implemented to help offset the *ridiculous cost of health care in our nation*. I feel this tan tax is actually really positive because it will **help so many people in the future**, especially families with children who normally couldn't afford good health coverage." (Who can argue with helping children have health coverage?) "On top of that BOGO Tanning actually **lowered tanning prices by over 10%** to offset the tax, which means our customers aren't actually really even paying for it at all, BOGO Tanning is! However, the tan tax has to be rang up separately for audit purposes, which is why we can't just include it in our prices without mentioning it to our customers. Bottom line, everyone who tans is actually contributing to the nation's health care reform, so I figured you might want to know that you're helping too!"

Then tell the customer the final amount due and slide the card before they can even think twice. Done. ;-)

