

# Powerful Objection Handling

Presented by Diane Ciotta





# Agenda

- Control That “No!”
- Know That “No!”
- Where’s That “No!”?
- Turn That “No!” ...  
...into a “YES!”



# Control that “No!”



In Volleyball we can't  
score without \_\_\_\_\_;

In Sales we can't  
close without \_\_\_\_\_!



# Know that “No!”




# Where's that "No!"?

1. On the Approach...

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2. In the Need Development...

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3. At the Close...

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# Turn that “No!”... ...into a “Yes!”

Empathize: \_\_\_\_\_

Third Party: \_\_\_\_\_

Testimonial: \_\_\_\_\_





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