



# Sales Scripts That Close Every Deal: 420 Tested Responses to 30 of the Most Difficult Customer Objections (SellingPower Library)

By Gerhard Gschwandtner

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**Sales Scripts That Close Every Deal: 420 Tested Responses to 30 of the Most Difficult Customer Objections (SellingPower Library)** By Gerhard Gschwandtner

## Surefire ways to turn “No” into money in the bank

A customer objection is a wall separating you from your commission. Now *Sales Scripts That Close Every Deal* arms you with field-tested responses guaranteed to topple just about any wall standing between you and your next sale, including:

- 21 winning replies to: “I’m too busy to talk with you now.”
- 14 killer comebacks to: “Your competitor’s product is better.”
- 12 can’t-miss responses to: “You’ll have to do better than that.”
- 23 deal-making counters to: “Your price is too high.”

These aren’t one-size-fits-all scripts. You’ll find responses for every situation and presentation style, including breezy, tough, thorough, factual, subtle, and thoughtful-whatever the occasion demands. A companion CD-ROM lets you customize the scripts in the book and craft original ones that you can combine in your own million-dollar sales playbook. With *Sales Scripts That Close Every Deal* in your corner, you’ll never stumble, choke, or be at a loss for just the right response to any customer objection.

## USE THESE FIELD-TESTED SCRIPTS TO

\* Close more sales \* Fearlessly handle any objection \* Be more creative and spontaneous \* Reduce stress \* Be more organized

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### **Editorial Review**

From the Back Cover

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#### **About the Author**

**Gerhard Gschwandtner** has more than three decades of international sales and marketing experience. He is the founder and publisher of *Selling Power*, the world's leading sales magazine. For more books in the Selling Power Success library and information on the magazine, visit [SellingPower.com](http://SellingPower.com).

### **Users Review**

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##### **Mildred Ortiz:**

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**Viola Waters:**

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**Kirk Qualls:**

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