

5 ASSURANCE PHRASES THAT WILL KEEP YOUR PROSPECT COOL

Here are some examples of Assurance Phrases that are used to "cool off" your prospect or customer and provide a base for mutual agreement.

1. *"I can certainly understand why you might feel that way, Mr. Smith, but..."*
2. *"That is certainly an important point to consider. Let's see how it relates to the total problem."*
3. *"You are certainly right in being cautious about any new idea. So let's explore what..."*
4. *"I can understand your view, Miss Carter. In fact, many of our present customers felt exactly as you do until they found that..."*
5. *"Yes, I see your point and I don't blame you for feeling the way you do. I wonder if this could be a way we might approach your problem."*

Opening with an assurance phrase before you try to overcome the objection helps avoid arguments that block any reasonable solution.

Arguments seldom lead to sales. Only agreements do.

In a Nutshell

*Having personal presence is a natural gift -
nothing more than the quality of
"living in the moment". Quiet your
distractions - and your presence will soar!*