

GROW STRONG ACADEMY

**New Prospect says: “What
is this going to cost me?”**

SCRIPT



Every sales call includes objections at some point, but handling them properly greatly solidifies the customer/seller relationship. The major problem is that, even though most salespeople know the most common objections that can come up, they're still ill-prepared, and too often caught completely off-guard with no idea of what to do or what to say because they *didn't practice*. This is where most seed sellers stumble during the sales process and can't recover. Often, they just move on to the next prospect only to have the same thing happen again.



The most common objections to be prepared to address at any given time are:

1. I'm not ready to order.
2. I want to see what the crop does first.
3. I want to see what the markets are going to do.
4. What's your price?
5. I want to see some test plot data.

Those five objections are the most common ones and are often the greatest killer of sales. However, for the sake of today's video, I'm going to tackle the infamous and most feared topic—PRICE—once again.

In the previous video series, I role-played a couple of scenarios centered around price objections. Let me give you one more example of how you may handle price when it comes up before you're ready to bring it up.

Prospect: What's this going to cost me (or what's your price)?

You: Your goal is to lower the cost per bushel on every bushel you produce, isn't it.
(That's not a question—that's a statement.)

Prospect: Yes, it is.

You: What's the fastest way to do that? Because cutting costs alone isn't enough.

Prospect: Raising yields, I suppose.

You: That's right. So where do you plan to take your yields next year?

Prospect: I don't know, depends on the weather.

You: Weather is seldom a factor to limiting yields the way we do it.
(Now you really have him curious.)

You: Let's take weather out of it. Give me a yield goal and tell me where you are now, if you don't mind.

Prospect: I'm at 200-bushel.

You: Great, where would you like to be?

Prospect: Well, maybe 220.

You: Ok, what's your plan to get to 220?

Prospect: I really don't have one.

You: We have one—it's called a SeedSync high yield cropping plan. Have you ever done one of those?

Prospect: No, I haven't.

(You have him Outside the Circle—now keep him out.)

You: How thick do you plant?

Prospect: I plant about 36,000 and end up with about 34,000.

You: That's about 5.8 bushels per thousand plants and you need to be at 8 bushels per thousand. You're leaving about 70 bushels of corn in the field every year.

Prospect: Are you serious? How do you figure that?

You: I'll show you once we go look at your fields and talk about your yield goal of 220 bushels. Right now, let's talk about how you plan to get to that goal. Do you have a plan?

Prospect: No, not really.

You: We have a plan and it's based on our SeedSync Cropping Plan Strategy. It's the proven process that utilizes our knowledge of the hybrids to help growers place products on the right acre and do the extra things they need to do to raise more bushels. Seventy-five percent of all varieties never yield to their potential because they're planted in the wrong field. Our innovative SeedSync Cropping Plan Strategy solves that problem for you.

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