



ANSWERS TO OBJECTIONS

NOTE: Objections do occur in some situations. You may wonder how someone can object to a free service with an 80% chance of saving them money. Well believe me they can and will. We have found that the best way to overcome objections is to answer them before they occur. That is done by doing a competent and complete job of presenting your services. The second best way is to expose and answer concerns before closing by asking if there are questions and by using silence. The way to lose the sale is to fail in the above two and be forced to answer multiple objections after asking for the signature.

In selling, we all realize that if a product or service fills a need or solves a problem on a cost-effective basis, objections just represent a desire for more information or reassurance that this is the right thing to do. With that in mind here are answers to some common objections.

1. "Let me think about it"

Like you, I want you to do whatever is right for you and your company even if it that means doing nothing. Our audit is a free of charge, no loss, and a no risk proposition. What information can I provide for you so that you are comfortable with this offer? (Statute of Limitations)

2. "How can I be sure that your recommendations save me money?"

We only implement a savings recommendation on your approval. Each month during the 24 we calculate your usage at the old rate and then subtract the amount billed at the new rate. The difference is the savings.

3. "I need to show your proposal to _____."

I am glad to hear you say that. I know that your time is valuable, so since I am already here, would it be possible to get _____ on the line with us so I might answer any questions that they may have? That way we don't have to repeat any answered questions again in the effort of saving time.

4. "I don't have time to pull and copy all of the invoices."

With a standard letter of authorization we can request your customer service records from your service providers. In the meantime, we can schedule a time to have the bills picked up. We also provide access to our client portal to upload the bills to save time making copies.

5. "We don't want to do future savings."

Some others have felt that way until they saw the savings recommendations in the final report, and realized they had been spending money unnecessarily. You must approve any savings recommendation for it to be implemented. Wouldn't you like to know what they are before you turn them down?

Why would the money owed to you, be any more important than the money you do not need to owe on a monthly basis?



6. "Your compensation seems too high."

Thank you for bringing up the compensation. When we conduct an audit, we evaluate every detail on every invoice and prepare a written report of findings which we present to you. It is possible that we may do all of this and find no errors and verify that your charges are cost effective. In other words, we may not be paid anything. With this in mind, we have set our fee schedule so that on the average we can cover our costs with a fee schedule that is fair to us and our clients.

CLOSING QUESTIONS

Mr. _____; do you have any further questions?

Good. Let me ask you this; if you decided that you were comfortable with this audit process and we reviewed all of your telecom and utility invoices and found that the invoices were 100% correct and as cost effective as possible, would you feel like this had been a worthwhile project?

Mr. _____; where do you do your banking? _____ ... Okay.

Let's assume that you received a notification from your Bank that stated it had made heretofore unknown overcharge errors on over 80% of its customer's checking accounts. Some of these overcharges have been ongoing for years. Refunds are available, but must be identified by the account holder. Additionally, many or most of the refundable errors are subject to a 36-month statute of limitation.

Would you be inclined to review your account?

In view of the statute of limitations how long would you wait?



GENERAL ANSWERS TO GENERIC OBJECTIONS

When considering our services we suggest that an organization- ask themselves these questions:

How much do we spend annually on utility and- telecommunication services?

Is the current verification process of our utility and telecom invoices based upon knowledgeable analysis or is it based upon historical trends and assumptions?

Is the amount of money we spend on our utility and telecommunications services large enough to warrant concern about their accuracy and cost efficiency?

Would it benefit our company to have a free of charge analysis of our utility and telecommunications expenditures to ensure that our money has been well spent?

POWER PHRASES

If you have a problem and do nothing about it, it's not solved- you only increase the total cost of the problem.

You'll have the same problem when I walk out as you had when I walked in unless you let me take the problem with me.



REFERRALS

The absolute best time to ask for a referral from client is when you have signed them to an audit agreement. The second to best time is after you have presented the final report.

The best way to ask for a referral is to do some research. Find companies where your client is likely to know the contact inside that company because of location, business segment, supplier, or customer, and say:

Mr. _____ Let me ask you: do you feel that this was a worthwhile process. Good. I am planning to call on _____ and _____ about the same service. May I mention that you and I have done some business together.

Thank you. Let me ask you this: within those organization can you tell me the name of the CEO CFO or the controller?

Great would you be willing to call or send them an email to introduce me? Thank you!

Let me ask you this:

If you were me, knowing that you know now about this service, who would you call on first.