

# More On Advertising

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## HELP FOR THE “INSIDE” SALESPERSON

For the last eight months or so, many of our salespeople have been forced to make the switch from face-to-face sales to selling on the phone, or by email. One hurdle they’ve faced in doing so is the “Just send your material” objection. It’s a tough one, because most of the time when you hear it, you’re being brushed off. It’s also tough because it sounds like the prospect is still interested in your offering, but in the vast majority of cases, they’re not.

SalesGravy.com recently shared some thoughts from Mike Brooks, the founder of a North Carolina-based inside sales consulting and training firm.

Brooks acknowledges that one of the biggest traps sales reps fall into is the “Just Send Your Material” objection.

He says most reps will oblige and send their quotes, demos, and other information thinking that they at least have a chance to close the sale once they call the prospect back. But in reality, a very small percentage turn out the way we want it to. Brooks shares with us how the top 20% handle this situation.

They use carefully prepared (and rehearsed) scripts to handle this objection and get their prospect to reveal how interested they really are.

### 5 SCRIPTS FOR OVERCOMING THE “JUST SEND YOUR MATERIAL” OBJECTION

#### SCRIPT #1: BUYING TIME

*“I’ll be happy to do that, but until we know if this is truly a fit for you, we’d be wasting your time. If you’re serious about learning how this can help you, then I’d suggest we take a couple of minutes right now to discuss your situation. After that, if you’re really interested, I’d be glad to get something out to you - is that fair?”*

#### SCRIPT #2: TAKE THEIR TEMPERATURE

*“I’d be happy to. Quick question though, and you can be honest with me: When do you think you’ll be serious about moving on with something like this?”*

#### SCRIPT #3: SOONER RATHER THAN LATER

*“If you like what you see, when would you be ready to place an order?” Or, “Sure, and after you review it, how soon are you looking to make a decision on it?”*

#### SCRIPT #4: QUALIFYING QUESTIONS

*“Before I do, I want to make sure you’d be ready to act on it if you like it. Let me ask you a quick question: (Ask qualifying questions on budget, decision-making process, etc.)”*

#### SCRIPT #5 FOCUS ON THEM

*“My experience is that information like this, even when it’s this good, usually just gets buried under a stack of paper, and that doesn’t do either one of us any good. Now that we’re on the phone together, I can answer any of your immediate questions and then you’ll be in a better position to decide whether or not it makes sense to send you information. Let me ask you about your needs for this type of advertising.”*

SALES GRAVY WAS FOUNDED IN 2006 BY BESTSELLING AUTHOR, JEB BLOUNT. TODAY THEY ARE A GLOBALLY-RECOGNIZED LEADER IN SALES TRAINING AND ENABLEMENT SOLUTIONS.

