

Title:

Kill Objections With Sidewinder Precision

Word Count:

1001

Summary:

It's one of those days. You make a passionate speech. Then, your mood is dashed as the audience

Hours later the perfect counter-reply pops into your brain. You groan. Why in the world didn't

Stop for a moment, and consider how many times this happened to you. Once? Twice? A dozen times

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Keywords:

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Article Body:

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Stop for a moment, and consider how many times this happened to you. Once? Twice? A dozen times

People throw us zingers everyday. We deflate, especially when we fail to come up with a PROMPT

Consider the following nasties that wreck our day:

"You're late again. You don't love me."

"That's lousy work; you're no good."

"Why are all you religious people so narrow minded?"

"If you love me you'll have sex with me. Since you refuse, you don't love me."

Don't you wish you had the perfect answers to these seemingly daunting questions?

As you read this and recall the countless frustrations you've faced, you naturally begin to w

Pocket that frown. You too can be an Aristotle . It just takes deploying the right tools. With

The Sidewinder Method to countering arguments: THE PRINCIPLE OF SPECIFICITY

An argument, retort or remark can always be broken down into its constituent parts. By examini

Now, pause, take a deep breath , and etch this phrase into your brain:

"HOW SPECIFICALLY DOES...."

This is your first line of defense to ANY attack thrown your way. With such deft counter strik

Why does the line "HOW SPECIFICALLY DOES..." work so well? It's because most people open their

I urge you: have people back up their statements with concrete evidence. Questions of specific

Theory class over. Let's see some examples.

She says to you: You're late again. You don't love me. Ooohh nasty. How do you counter this with

Tell her: "HOW SPECIFICALLY DOES MY BEING LATE INDICATE THAT I DON'T LOVE YOU?"

She says, "It means you don't care."

Tell her, "How, precisely do you know I don't care for you? My tardiness has good reason. I want

Let's try the other venomous barb now.

Your colleague says: That's lousy work; you're no good.

So you smile and firmly ask, " What precisely is the 'lousy' work you pertain to?"

He says, "You submitted the plan to Marketing for execution without consulting me. That's slop

So you hold your breath and say, "How specifically, is being proactive in violation of SOP and

He says, "I still should have been consulted. I want my inputs in whatever the team does. "

You say, "That's precisely why we are talking right now. Your inputs will always be welcome. M

He says, "I still feel left out. I don't like it."

You say, "How precisely are you left out? If it's influencing the final campaign, don't worry:

He says "Well, ok.... now that you put it that way, I guess you did a fine job"

Now let's try one of those lines we hear in teenybopper movies: "If you love me you'll have se

Difficult to counter? Definitely not, with your standard phrase!!

Say, "HOW SPECIFICALLY does my desire not to have sex right now mean that I don't love you? Yo

So there you have it. The first technique to masterful objection mastery. Let's not put good t

Smile and watch them fold.

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