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When They Say That, You Say This!: For Wedding And Portrait Photographers - The Strategy For Handling Sales Objections



Synopsis

For wedding and portrait photographers, finally a definitive strategy that helps you know the best thing to say whenever your prospective clients say, "We need to think it over" "We have to talk with our parents" "We're seeing more photographers" "Can't afford it" "We'll get back to you" ...and many more, in a non-salesy, thoughtful and powerful way that can have clients booking you instead of your competition.

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Customer Reviews

The single best book I've ever read on the subject of answering sales objections. And it's written specifically for photographers. The book answer the objections specific to photographers.You can apply these idea to most businesses. But if you are a photographer..this book is a must-read.

What do you get when you combine an artist with a influencer?G.E. Masana.He is the antedote for the cliché, a starving artist.When somebody can write a whole book on responses to every questionyou get selling photography, then you know the author lives the subjecton a very deep

level. Take for instance the prospective buyer wants to put off the decision to buy. We know these people very rarely buy at a later date. The author with all concern, shows you to be the guide to the buyer making the right decision. They feel the consequences of the delay in a decision while they feel as though it was their idea to change their mind and buy now. Very elegant. That one skill alone can double your profits. There's so many others he demonstrates. First he guides you why each answer to a question, or statement, is the right action, then gives you it as if he is coaching you in the field. He's a great coach. Doctor E. Vile.

This book should be required reading for all sales professionals. The information in this book is different than other sales books, and has expanded upon traditional sales techniques while presenting modern techniques as well. I've read many sales and marketing books over the years, but this one is different. It has insight that brings a better understanding of the entire process. Whether you are a seasoned sales pro or a newbie, your technique will benefit from reading this book. This is not a book of fast-talking, hard-closing words to bombard a client with. It's a book for you to gain a better understanding of how and why people make decisions to buy or not. You don't just learn what to say, you learn why it works! For under the price of a latte, you really can't afford to not read this book if you are serious about your business or career.

I love this! It's on my PC and my tablet, and I'm studying it with gusto!!! I've become acquainted with G.E. Masana on a FB group we're both members of for photographers and have grown to respect him as an authority on sales, which is the reason I bought this book. It's not a gamble to buy it, DO IT!!! His outlook and the way he explains things fascinates me and he's spot-on!

I like the book but I was hoping in more Q&A suggestion and direction. The few are definitely good, but for the most part are generic. Maybe I misinterpreted the title, but still valid read.

After three unsuccessful wedding consults in a row, I knew I had to do something different. This book was just the change I needed. Read it in the afternoon and booked my consult from that evening. Oh, the money I could have earned if I had read it sooner!

This book is sheer genius. It's helpful in finding the perfect responses to when clients give you objections. The way he's got this worked out makes more than total sense. It looks like I won't be fumbling and struggling anymore.

G.E. Masana explains the best and more likely successful way to listen and work better with clients when we are in the sales appointments. It takes all the pressure and anxiety out of the equation. You'll love this.

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