Handle Two of The Most Common Objection as Follows:

ANSWERING THE TWO MOST DIFFICULT OBJECTIONS

Objection: "I want to think about it"

Answer: Certainly!

As I said earlier – we're strictly limiting this to [one/an elite few] in this area. So, if you decide to go ahead before I leave, I'll be delighted to put YOUR name on this package and cancel my next appointment where I was going to offer this package to another realtor.

So what aspects would you like me to clarify?

Objection: "How much is it?" (not really an objection more a 'buying signal').

Answer: If you wanted to do this yourself, you'd have to hire a highly expensive computer programmer who would probably demand a fee in the region of [your fee x 4]

But, as I said earlier, I have the backing of experienced programmers and they are doing
this for realtors all over the country, so there is a good economy of scale to be had by hiring us which I'm happy to pass on to you, making your investment about a quarter of what doing it yourself would cost at just [your fee].