“I don’t want to commit to a long-term contract.”

In the media, and lots of products that have a life cycle, this is a common concern that clients have.

When I first landed in the US in the mid-to-late 90s, selling long-term advertising solutions for radio stations in South Carolina, they had never heard of an offer that would span over any more than 13 weeks.

Here was this Kiwi with a weird accent called Mike (Everyone called me Mark)

selling the concept of a 12-month advertising contract.

Our first gig was in a small town called Greenville, South Carolina. The station was called 93FM Country.

They had changed the format mid-term of our planning and threw us a dog basically.

The Chairman of Ideas and I had convinced the owners of this station, which had about 3% market share, to sell advertising offers using seminars. They thought we were mad.

After a few weeks of planning, we launched and sold $300k in a week. Yip smashed it.

They could not believe it. We went on to run a successful business in the US for many years. Thanks to a couple of smart guys who knew the market.

So, what happens when you get this sort of question?

“I don’t want to commit to a long-term contract.”

Get into a conversation:

Try this:

“That’s completely fair. Would you be open to hearing if there is a flexible option that might

work better?”

Turn Objections into Conversations.

Have a good week selling your stuff.

Check out my Trust Deck here:

Check out The Trust Deck: Buy one for $149 and three arrive in your letterbox.

Dedicated to your sales Success.

Mike

PLUS, whenever you are ready…here are 3 ways I can help you grow YOUR business.

1. Grab a Free copy of my book

It’s the sales roadmap to attracting prospects, building, and making more sales in your business without coming across as salesy- Click Here.

2. Join the Sales Mindset Inner Circle and connect with salespeople like you.

It’s our new Facebook community where salespeople learn to get more income, enhance their ability, and get access to exclusive content- Click Here

3. Join –“Sales Mindset Blueprint: (INVITATION ONLY) Elevating perspectives, boosting confidence, driving results and not coming across as salesy. Reply to SALESY, and I will get you the details.