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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.

This book actually teaches you a strategy for dealing with objections, rather than the cheap, one liner response or pressure pressure tactics you'll hear elsewhere. It's logical, thoughtful and honed over decades of experience - we should be very grateful that G. E. Masana created this. I've actually

tested this in the flesh. No quick conclusions or snap reaction: it works. Read it, understand it, apply it... and it'll work for you too. A must for any serious or ambitious photography business owner.

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!

Written with an easy, conversational style, the book discusses exactly how to handle the specific obstacles and objections that you are likely to encounter with potential clients. This book is targeted to the professional photographer, but the common sense concepts that the author teaches are equally valid for any business. This book is well worth your time.

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.

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

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- Wedding Planning - Wedding Accessories Overcoming Top Sales Objections: How to Handle the Most Difficult Sales Objections to Closing a Sale, Made for Success Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call) Overcome Objections Like a Pro: Over 100 Winning Scripts for Overcoming Objections for Insurance Agents and Financial Advisors From Zero to Sixty on Hedge Funds and Private Equity 3.0: What They Do, How They Do It, and Why They Do The Mysterious Things They Do Professional Posing Techniques for Wedding and Portrait Photographers Foundations of Posing: A Comprehensive Guide for Wedding and Portrait Photographers Digital Photography Boot Camp: A Step-By-Step Guide for Professional Wedding and Portrait Photographers Wedding Photography, a Beginner's Guide - Professional Tips for Budding Wedding Photographers The Design Aglow Posing Guide for Wedding Photography: 100 Modern Ideas for Photographing Engagements, Brides, Wedding Couples, and Wedding Parties Wedding Speeches: Father Of The Groom: Sample Speeches to Help the Father of the Groom Give the Perfect Wedding Speech (Wedding Speeches Books By Sam Siv) (Volume 5) Life Insurance Sales Ammo: What To Say In Every Life Insurance Sales Situation Working: People Talk About What They Do All Day and How They Feel About What They Do The Common Core Mathematics Companion: The Standards Decoded, Grades 3-5: What They Say, What They Mean, How to Teach Them The Common Core Companion: The Standards Decoded, Grades 3-5: What They Say, What They Mean, How to Teach Them (Corwin Literacy) The Common Core Companion: The Standards Decoded, Grades 6-8: What They Say, What They Mean, How to Teach Them (Corwin Literacy) "They Say / I Say": The Moves That Matter in Academic Writing (Third Edition)

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