IT COST TOO MUCH

Close

Or...The Calculator Close

"Tell me, how much is too much?" (Gain a response)

"By the way, if you had a XYZ system, how many years do you think you would keep it in use protecting your family and possessions?" (Gain a response and hand him/her the calculator.)

Say, "You said $ is too much. Will you put the $ into the calculator for me? Now will you divide that by ____ years? How much would that be per year, sir?" (Gain a response)

"Now XYZ Security would be protecting your family and your possessions 52 weeks a year, is that right?" (Gain a response)

"Will you divide that figure by 52 for me, sir?"

"Then how much would that be per week?" (Gain a response)

If necessary now change the figure to a whole figure by saying, "That's a complicated figure. Why don't we just clear this and use _____ as the weekly figure." (You do this and then hand the calculator back to him.) Say," Seven days a week XYZ will be standing by to secure your family. Will you now divide this by seven for me?"

(Allow him to do it.)

"How much would that be per day? By the way, the last time you were in a restaurant, how much of a tip did you leave for the waitress?" (Gain a response)

"Tell me, why are you now doubtful about giving your family a _____ tip each day to defend their lives and their possessions?"