

# ANATOMY OF HEART-CENTERED SALES PROCESS



# Handling Concerns & Collecting Payment

09



## HANDLE CONCERNS & OBJECTIONS

Be Prepared – You Know What People Say Most Often.

Remember “Feel, Felt, Found” and have personal stories or client stories that demonstrate how that concern was eliminated and the success they had.

10



## ASK FOR SALE

“So now that you’ve realized that this is easier and simpler than you think, let’s go ahead and get started. Which credit card would you like to use?”

11



## HANDLE CONCERNS & OBJECTIONS

You may experience a second round of concerns if all of theirs were not uncovered in the first round. Repeat ... “Feel, Felt, Found” and ask for the sale again.

12



## HAPPILY COLLECT PAYMENT WIN-WIN-WIN

Collect the Payment and AFFIRM THEIR GREAT DECISION using their words of how they will feel when they finally have what they want (these were conveyed to you in Steps 2 & 4).

***“Every sale has five basic obstacles.”***



Zig Ziglar

**No Need**  
**No Money**  
**No Hurry**  
**No Desire**  
**No Trust**

# Be Prepared – You Already Know the Concerns

Objection / Concern	Feel, Felt Found
No time	
No money	
It won't work for me (no trust)	
I'm not ready (no hurry)	
I'm already working with someone	
I've tried everything already (no decision)	

Tell me more about that...



# ***PRO TIP – Feel, Felt, Found***

**Customer  
Objection**

```
graph TD; A[Customer Objection] --> B[FEEL  
Shows empathy with customer – you understand how they feel]; B --> C[FELT  
Shows customer they are not alone in their way of thinking]; C --> D[FOUND  
Shows them there is a solution that others have experienced by taking your suggested method];
```

**FEEL**

Shows empathy with customer – you understand how they feel

**FOUND**

Shows them there is a solution that others have experienced by taking your suggested method

**FELT**

Shows customer they are not alone in their way of thinking

# PRO TIP – Feel, Felt, Found

## FEEL

Shows empathy with customer – you understand how they feel

Acknowledging rather than discounting  
*“Oh, you don’t have to feel that way.”*

## FELT

Shows customer they are not alone in their way of thinking

Creating rapport, likeness and acceptance by sharing that you (or one of your clients) felt that way too

## FOUND

Shows them there is a solution that others have experienced by taking your suggested method

Easing their mind by showing them there is a solution for their concern

# PRO TIP – Feel, Felt, Found

**Example: I don't have the time**

*I can only imagine how you feel...  
Mary, who's had real success felt that way too before  
we started working together,  
and what she found was that this was easier than she  
thought to fit into her already busy life. In fact ... from  
some of the things she learned working with us, she  
reclaimed time and had more time for \*fun!*



# Be Prepared – You Already Know the Concerns

Objection / Concern	Feel, Felt Found
No time	
No money	
It won't work for me (no trust)	
I'm not ready (no hurry)	
I'm already working with someone	
I've tried everything already (no decision)	