

# BALANCE SHEET

*Close*

When the decision is weighing heavily on your prospects and you can't seem to pinpoint the final objection, help them weigh the facts involved.

"History has proven that most great decision-makers believed that a good decision was only as good as the facts. The last thing I would want to do would be to encourage you to make an unwise decision. However, if it proves to be a good decision, you would want to make it, wouldn't you?"

"Fine. Do you mind if I help you? Let's draw a line down the middle of this pad and on this side list the facts favoring the right decision today. Then over here, we'll list the reasons against it. When we're through, we can count the columns and at that point make the right decision."

(Now help them come up with as many pluses as possible. Then lay the pen down on the pad and let them come up with the reasons against.) "Okay. Let's add up the columns and see what we've got."

"Now that's \_\_\_\_\_ for it and \_\_\_\_\_ against it."

"The answer seems obvious doesn't it?"