

## Richard Gee

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**From:** Top Gun Business Academy [wayneberry@topgunba.com.au]  
**Sent:** Friday, 20 June 2008 1:10 a.m.  
**To:** Richard  
**Subject:** TOP GUN® Video Tips on handling objections when closing the sale

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### How To Handle Objections While Landing The Sale

Hello Richard,

It's been a while since you've heard from me and received my TOP GUN Tips email newsletter. I've been busy working around Australia, New Zealand, South East Asia and China collecting many new ideas and tips on selling, negotiating and sales management for you and I will now be sharing these ideas with you through our new TOP GUN Video Blog.

In this Video Blog I'll share some ideas with you about [handling objections](#) and [closing](#) as you are landing that sale. Doing this with confidence and skills makes it easy and your conversion rates high.

To view my latest 3 minute Video Blog, [click here](#).

While we are talking about conversion rates, have you ever wondered why some sales people get so many objections, while others selling the same product, in the same marketplace, at the same price, get so few objections? I'll share the secret with you in this Blog. Just go now to our [video blog](#).

I'll also explain there why objections are welcomed by the true Top Gun Sales Professional who recognize that objections are often buying signals, and stepping stones to closing the sale, so click here now to [watch the video and read the tip >>](#)

Have a great week, make it a great week.

A handwritten signature in blue ink that reads 'Wayne Berry'.

Wayne Berry CSP

PS: Please feel free to leave some comments for me and even questions that you'd like me to answer in future Video Blogs.

**Forward this Video Blog to a friend, [Click Here](#).**

**Did you know that the TOP GUN Sales Coaching Programme allows you to be trained in sales from any location in the world whenever it suits you.**

It allows you to speak and work one-on-one with Wayne Berry and a "live" TOP GUN Sales Coach while using state-of-the-art video streaming technology.

An interactive learning process that is fun, effective and produces dramatic improvements in sales results.

[Find out more and get a demonstration >>](#)



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