

DON'T NEED IT REBUTTAL

STEP 1: (Elimination Close) **“I'm not sure we need it.”**

RESPONSE: “Oh, that's not a problem. Last thing, they always have me ask... out of all the benefits they set up in the program, which one of them do you feel was the most important, and which one did you like the best?” (Wait for an answer, respond with) “That's what all the members are saying. In fact, what they're allowing members to do is to just start with the part of the program that they feel is the most important, provided they can qualify. I'll go ahead and ask you the medical questions just to make sure you can qualify for that part of the program.”

If you are experiencing need as your number one answer after you ask the closing question, then you need to get help with your presentation. Ask your manager to watch your next presentation. Typically, lack of need happens when the presentation lacks enthusiasm, passion, conviction, and being off script.