

HERE IS A COMPREHENSIVE LIST OF SOFTENING STATEMENTS AND
SOCRATIC QUESTIONS TO USE WHEN RESPONDING TO A PROSPECT:

Softening Statement:	Socratic Question or Reverse:
Good question	But why did you ask me that just now?
That's an interesting question...	But why did you ask me that just now?
Everybody asks me that...	Why did you bring that up?
Nobody's ever asked me that before...	Suppose I could...
Boy, do I feel stuck...	It sounds like you want...
I'm glad you asked me that...	If you were me, what would you do?
Sounds like you've done your homework...	But you're on page 7 and I'm still on page 2. Could we back up a moment?
I'm not sure...	That must be important to you.
I see...	Thank you for bringing that up.

HERE IS A LIST OF SOFTENING STATEMENTS AND SOCRATIC QUESTIONS TO
USE WHEN RESPONDING TO A PROSPECT'S STATEMENTS:

Softening Statement:	Socratic Question or Reverse:
(Look surprised)	Oh?
(Look confused)	I'm lost.
Good point.	And that would result in...?
Makes sense.	And that would result in...?
That's important.	And because of that...?
Help me to understand.	Do you mean...?
That's fair.	And what you want from me is...?
I think you're right.	For a reason...?
Good observation.	Let's pretend...
I can appreciate that.	Suppose I could...
I'm not sure I understand.	Is there more to it?
I respect that.	How do you feel about this?
I appreciate your candor in sharing that with me.	Off the record...I get the feeling...

HERE ARE A FEW EXAMPLES OF HOW TO RESPOND TO SOME COMMON QUESTIONS AND STATEMENTS YOU ARE LIKELY TO HEAR FROM YOUR PROSPECTS AND CUSTOMERS:

Question:	Softening Statement:	Socratic Question or Reverse:
Why should I buy from you?	I appreciate you asking, but I am not even sure that you should.	People buy from us for many different reasons. Can I ask you a few questions to see if there is any reason for us to do business together?
What is your minimum?	I am glad you asked, because it recently changed.	But you must be asking me that for a reason?
Can you beat their prices?	Wow! That is a good question. I have no idea at this point.	What has you concerned about your pricing at this time?
What's your price on X?	I will have to check.	But what made you ask about X?
Do you guys carry ABC?	Yes, we do.	Where have you purchased your ABC in the past?
I'm happy with...	Yes. I understand. Most people are.	But nobody is perfect, not even us. If there were one thing you could improve upon, what would it be?
Your prices are too high!	I have heard that concern from my prospects in the past.	However, in the end, most of those very same prospects changed their mind and became my customer. Why do you think that is?
I hate your company!	Wow. I appreciate your candor in sharing that with me.	It sounds like we have really screwed up in the past. Can you tell me where we went wrong?
I've already got too many suppliers.	Really? I was afraid of that.	Why so many?
I'm too busy to talk right now.	I understand. That's why I stopped in today. I don't want to run the risk of wasting your time today or in the future.	If you could give me five minutes to ask you a few questions, you can decide if I should go away forever. Could I steal five minutes so that we can make that determination?