

LEARN YOUR LINES

*Tired of Fumbling When Clients Ask Tough Questions?
Learn Exactly What To Say!*

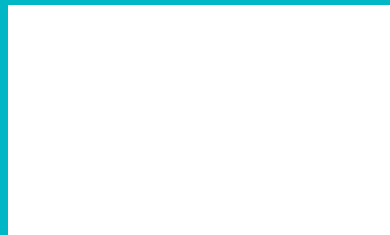
We've all been there - a promising sales call takes an awkward turn when the prospect asks, "So, what's your hourly rate?" or "Can we get a discount?" Before you know it, you're hemming and hawing on the phone, wondering what to say next.

In his book "Learn Your Lines," consultant and expert sales pro Jonathan Stark saves you from embarrassing sales call blunders by arming you with specific, proven dialogues to handle even the toughest client questions with confidence and tact.

Learn how to:

- ▶ Politely dismiss requests for hourly billing rates
- ▶ Uncover a client's true motivations before talking details
- ▶ Deflect arbitrary project deadlines that set you up for failure
- ▶ Stand firm on pricing while being flexible on terms
- ▶ Push back on discount demands without ruining the sale
- ▶ Shift the conversation when you lack experience in their niche

Whether brand new to sales or a seasoned veteran, this practical handbook equips you with battle-tested responses so you always sound polished, professional, and worthy of your fees on client sales calls. Pick up this invaluable guide today and stop stressing about being put on the spot - learn your lines and close more deals!



LEARN YOUR LINES

**WHAT TO SAY WHEN CLIENTS
PUT YOU ON THE SPOT**

JONATHAN STARK