

# The Alliance Bulletin

An Innovative Financial Resource



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## January 2010 Newsletter

**Dear Sam,**

ACC offers this newsletter as a means of sharing thought provoking and stimulating articles to our clients and associates.

We hope you find them of interest and invite your submission of articles for future newsletters that you feel would be of interest to our readers.

We also invite your input with regards to this change of format from a newsletter mailing to an e-newsletter.

Sam Fallenbaum

### **Avoid the " What If " Approach**

*"What if I could show you how you could save money, would that be of interest to you?"*

*"What if I told you that you could capture more market share, would you like to hear how we can help you do*

*this?"*

*"What if our system saved you time, would that be of value to you?"*

*"What if I matched our competitor's price, would you buy it?"*

What if you were a buyer who heard one of these lines?

Would you feel compelled to buy from that person?

I highly doubt it.

Manipulative selling techniques are seldom effective

when it comes to dealing with customer objections and

they really have no place in the world of professional

selling. Even though it's an old and tired approach, One can still encounter sales

people who think that the "What if" method of overcoming objections is still effective.

The real key is to address your prospect's objections

during the sales process. This means asking the right

questions early in the sales process and positioning your

product, service, or solution so that you answer their

objections before they express them.

It's fair to say that many people will have objections

about buying your product and the most effective way to

get past this is to uncover what their true concerns are

before you start talking about your solution.

This means

that you need to invest time asking questions to learn

more about their particular situation. It really doesn't

matter what you sell; this is a critical aspect of successful selling.

You need to ask high-quality questions that make your customer or prospect think. This may sound easy but in reality, it is actually very difficult because thought provoking questions are tough to ask. Many sales people perceive these types of questions as personal and often think that their customers and prospects will not be willing to respond to them.

What's important to remember is that most business people, especially senior executives ask tough questions, and as a result, have little or no hesitation in responding to them. In fact, their level of respect for you will increase when you pose challenging questions. I'm not suggesting that you challenge your prospect; I'm simply recommending that you learn to ask high-level questions.

Here are some examples of thought-provoking, high level questions:

- What are your goals in the next 6-12 months?
- How do you plan to achieve these goals?
- What challenges are you experiencing in reaching these goals?

One of the challenges sales people have in asking these types of questions is that they can't always anticipate the answer which means they don't have an



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immediate response available. But that's not the objective. Your goal is to find out what problems your prospect is facing.

Then, assuming your product or service can help them, you can position solutions more effectively.

You need to develop the courage to ask difficult questions; questions that you may not feel comfortable posing. This means that you should practice asking these questions before you actually meet with your prospect. I remember a sales meeting with a new prospect and as the meeting drew to a close, I had one question that I was very uncomfortable asking.

Fortunately, I had rehearsed this question before the meeting so I took the leap and presented it to my prospect. There was a long silence afterwards but I remained silent and after a few moments, my prospect responded and gave me the additional information I needed to move the sale forward. Had I not asked that particular question, I would have developed a proposal that would not have addressed their specific needs and situation. And I probably would have lost the sale.

That was a huge learning experience and it taught me the importance of rehearsing and verbally

stating the questions I wanted to ask. As I reflected on this conversation, I realized that I could have posed this same question with other prospects in the past and achieved difference results.

Let's face it. Your customers and buyers are much more sophisticated than ever before and in all likelihood they have heard every line similar to this. And they despise people who use tired and traditional lines or manipulative approaches.

If you have been selling for any period of time, you know that most people express certain objections about making a buying decision. In fact, you probably hear similar objections on a regular basis. Most sales are closed because your customer sees the value in your product or service or because you have established yourself as an expert who can help them solve a problem.

Asking, "What if I could" is not an effective approach. It's old. It's tired. And it seldom works.

## Introduction of New Programs

1-ACC can also now extend leasing for Canadian

and cross  
border opportunities

2-ACC introduces it's " Flexible Financing Program" where the payment stream can be structured to meet your particular cash flow needs. The monthly lease payments can be deferred, stepped up or down depending on seasonal flucuations or ramp up periods.

3- Working capital loans up to \$25,000. No collateral required...perfect for Start-ups, home based and small businesses....low affordable payments with no prepayment penalties for early payoff.

4- ACC is pleased to announce the launching of it's Micro Ticket Leasing program. We will consider transactions from \$500-\$2,500 with terms from as low as 6 months to 24 months.

**Sincerely,**

Sam Fallenbaum  
Alliance Commercial Capital

## About Us



Alliance is a national equipment leasing company providing innovative services to manufacturing, wholesale, and professional service industries. Headquartered in Chicago, Illinois, with six offices throughout the United States, the company was founded in 1982 and serves a broad market from small businesses to Fortune 500 companies. What makes ACC unique is it's objective on making financial solutions happen rather than turning opportunities down by focusing on the integrity of the applicant and their ability to meet their obligations, rather than on the equipment it's being asked to finance. ACC is a relationship lender that creates flexible financial solutions to meet their client's unique cash flow needs  
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