



**TAYLOR
METHOD**



THE 6-STEP OBJECTION-FREE SALES PROCESS

Summary & Scripts for Sales Success

By Eszylfie Taylor

Introduction

Before you ever talk product or price, you must eliminate the root causes of objections.

Eszylfie Taylor's 6 Step Objection-Free Sales Process gives salespeople a clear framework to build trust, uncover needs, create urgency, and gain client buy-in- so objections are addressed before they arise.



Step 1:

Build Relationships

“People don’t buy products. They buy you.”

Core Principle:

Sales success starts with trust. Clients must know, like, and trust you before any transaction happens.

Objections Addressed:

“I don’t need this.”

➤ “People don’t shop their friends. If a close friend told you a movie was great, you’d watch it. If they recommend this, you’d trust it.”

Scripts:

Prospecting Up:

“Who do you look up to for their financial accomplishments?”

Ask until the answer reflects the level of client you aspire to serve.

Replicating A-Clients:

“I’ve been reevaluating my business, and I realized I want every client I have to look just like you- smart, successful, and disciplined. But I need your help. Who else do you know that fits that description, that I should be speaking to?”

Step 2:

Understand the Need

“Assumptions are the root of all disappointment.”

Core Principle:

Don't sell products- solve problems. Ask strategic questions to uncover pain and opportunity.

Objections Addressed:

“I already have coverage.”

➤ “Is it enough? Is it 20x your income?”

Scripts:

“Where are you today financially? Where do you want to be? Let's create a plan to bridge that gap.”

“What did you hope we'd accomplish today?”



Step 3:

Point Out the Problems

“Stop selling the hammer. Sell the hole in the wall.”

Core Principle:

Show clients the real cost of doing nothing. Focus on the risk they carry without a solution.

Objections Addressed:

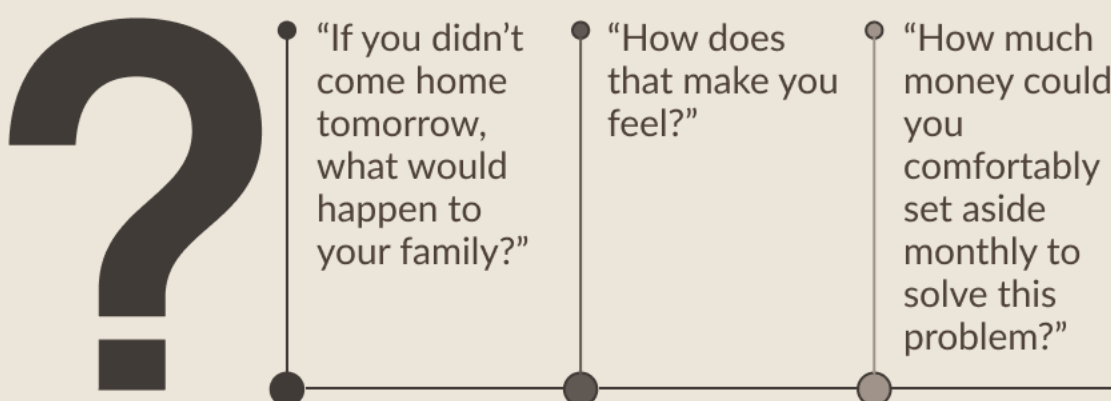
“I don’t have the money.”

➤ “If you can’t afford to have it, you can’t afford not to.”

“I have too much money to need insurance.”

➤ “Do you still have health or home insurance? Then you already understand the value of shifting risk.”

The 3-Question Life Insurance Close:



→ After they answer, respond: “Great. Let’s get started.”

Step 4:

Highlight the Value Proposition

“Today you are unprotected. Today you are drowning.”

Core Principle:

Create urgency, not pressure. Emphasize what the solution protects, not what it costs.

Objections Addressed:

“I’ll think about it.”

➤ “We can start today, or I can come back later and charge you more and give you less. Which do you prefer?”

Scripts:

“It’s not about insurance- it’s about your family staying in their home if you don’t come back tomorrow. Is that worth protecting?”



Step 5:

Outline Pros and Cons

“There’s no perfect product. But there is perfect planning.”

Core Principle:

Honesty builds credibility. Clearly explain trade-offs and show how your plan balances them.

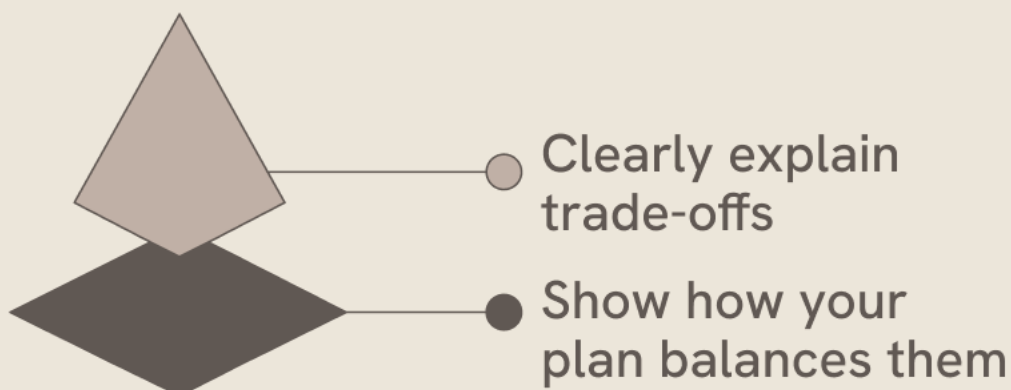
Objections Addressed:

“I’m already working with someone.”

➤ “You can’t get a second opinion from the person you work with.”

Scripts:

“Let’s draw a line down the middle of a page. On the left: Pros. On the right: Cons. If the Pros outweigh the Cons- and they usually do- then we move forward. Fair?”



Step 6:

Get the Buy-In

“It’s not enough for you to believe it. They need to say it.”

Core Principle:

Ask questions that make clients verbalize the need. When they say it, they believe it.

Objections Addressed:

“It’s cheaper somewhere else.”

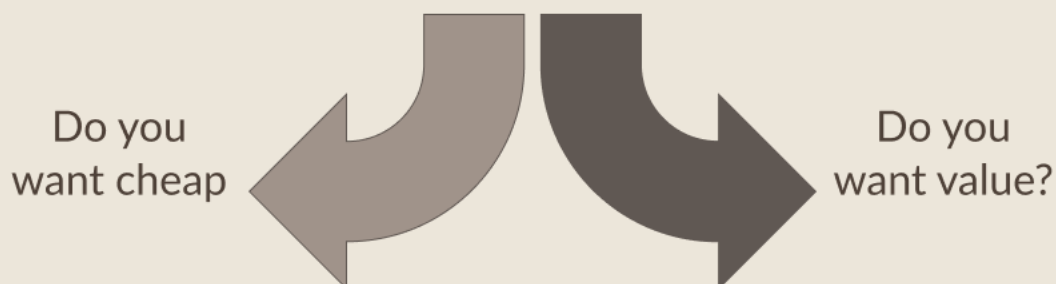
➤ “Do you want cheap, or do you want value? Do you want to save a dollar, or make four?”

Scripts:

“Is that what you want? Your family left financially exposed if something happens to you?”

“If I can give your family the same standard of living whether you're here or not, is that of interest to you?”

→ “Great. Let’s get started.”



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