The YellowTelescope Mission

- It's hard to chase 2 rabbits – like sleeping when you have a baby
- We hire, train, and manage the top salespeople and practice managers in the country
- The average Telescoper has a booking ratio of 60-85% in-office and sells over $2 million/year
- Everything we do is to impact the profitability of surgeons throughout the country
- Belief in Psychology – understand why, then make it your own
- Belief in concepts you can immediately implement
- “Help Motivated People Reach Their Capacity”

Defining Objections

- Answerable Reasons Why Not
- Hurdles Possible to Overcome
- Impediments to Success
- Avoidable Outcome Resulting from Improper Prior Communication
What If I Didn’t “Handle it Before it Came Up”?  
• The Goal is to Find the Real Reason – Work through the Cloud  
• Think About Logic  
• Notice the Talking Penguin Mid-Dream  
• Slow down – Duck on Water – Explore and Discover  
• Master the Objection Cycle

The Objection Cycle  
• Agree – Understand – Regurgitate  
• But/However/One idea/A thought/One Solution to that…  
• Offer a new/better Solution  
• AFTO – Ask for the order again

HANDLING PATIENT OBJECTIONS  
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