

DIAGNOSTIC SELLING....



SEASON 4

EPISODE 16

What to Do When a Buyer...

*ASKS ABOUT PRICE, "JUST WANTS TO SEE A DEMO",
SHUTS DOWN MID-CALL – CAN'T OR WON'T ANSWER QUESTIONS*



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AGENDA

ACT I

**WHY ARE BUYERS HOLDING BACK..
IN THE FIRST PLACE?**

ACT II

**WHY ARE BUYERS BEING OBSTINATE..
OR SEEM LIKE THEY'RE PLAYING GAMES?**

ACT III

**ARE MY BUYERS (IN EITHER CASE SCENARIO)....
FAIR IN DOING THAT?**



AGENDA

ACT IV

WHAT SHOULD I DO WHEN A BUYER..

ASKS ABOUT PRICE, RIGHT OFF THE BAT?

ACT V

WHAT SHOULD I DO WHEN A BUYER..

EMOTIONALLY "SHUTS DOWN"?

ACT VI

WHAT SHOULD I DO WHEN...

I CAN'T GET THE INFORMATION THAT I NEED, FROM THE BUYER?

ACT VII

WHAT SHOULD I DO WHEN A BUYER..

WON'T LET ME TALK TO OTHER PEOPLE, WITHIN THE ORGANIZATION?



AGENDA

ACT VIII

WHAT SHOULD I DO WHEN...

ONE PERSON ON THE CALL, WON'T REALLY ENGAGE WITH ME?

ACT IX

**HOW TO PREVENT ALL OF THIS, FROM EVER HAPPENING...
IN THE FIRST PLACE.**

ACT X

ARE THERE ANY CASES, AT ALL...

WHERE YOU WOULD "DITCH YOUR EFFORTS", WITH A BUYER?



1

**WHY ARE BUYERS
HOLDING BACK...
*IN THE FIRST PLACE?***



WHY IS THE BUYER.... HOLDING BACK FROM YOU?

1

**THEY DON'T TRUST
YOU.....**

**TRUST YOU'RE TELLING
THE TRUTH, IN YOUR
AGENDA, OR IN YOUR
ABILITY.**

2

**BECAUSE IF THEY TELL
YOU EVERYTHING....**

**IT GIVES YOU
SOMETHING TO
"ANCHOR" TO, IN
PRICING.**

3

**BECAUSE YOU CAN
USE THOSE REASONS...**

**TO SEND YOU
FOLLOW-UP EMAILS.**

4

**BECAUSE IT INCREASES
THE # OF PRODUCTS...**

**THAT YOU CAN TRY TO
SELL TO THEM.**



WHY IS THE BUYER.... HOLDING BACK FROM YOU?

5

**YOU COULD TAKE THE
INFO THEY GIVE YOU....**

**& EXPOSE THOSE
WEAKNESSES TO THEIR
BOSS. (OR THEIR
PEERS_**

6

**YOU COULD TAKE THE
INFO THEY GIVE YOU....**

**& GIVE IT TO YOUR
COMPETITORS.**

7

IT'S EMBARRASSING.

8

**BECAUSE IT WILL BE
MORE CONVINCING....**

**WHEN YOU
RECOMMEND- & IT
COULD BE WRONG, &
YOU'RE MORE
BELIEVABLE.**

WHY IS THE BUYER.... HOLDING BACK FROM YOU?

9

THERE'S NO POINT FOR THEM TO GIVE YOU IT:

THEY DON'T GET ANYTHING FROM IT.

10

THEY DON'T KNOW WHAT YOU'LL DO....

WITH THE INFORMATION IF THEY GIVE IT TO YOU.

11

THEY KNOW YOU'LL JUST LIKELY USE IT:

TO MANIPULATE THEM.

12

YOU'RE NOT ON "THEIR TEAM".



WHY IS THE BUYER.... HOLDING BACK FROM YOU?

13

**IT JUST SLOWS THEM
DOWN.**

14

**IT'S GASLIGHTING—
BECAUSE THEY....**

**KNOW MORE & HAVE
LEARNED MORE INFO
ON HOW TO SOLVE
THEIR PROBLEM—
THAN YOU HAVE.**

15

**THEY'VE DONE MORE
RESEARCH THAN YOU..**

**EVEN ON THE BUYING
PROCESS & YOUR
COMPETITORS.**

16

**THEY KNOW MORE
THAN YOU....**

**ABOUT THEIR ROLE,
THEIR COMPANY, &
CIRCUMSTANCES.**

WHY IS THE BUYER.... HOLDING BACK FROM YOU?

17

IT PUTS THEM IN THE
WRONG EGO STATE...

YOU'RE IN PARENT,
AND FORCING THEM
INTO CHILD— THAT
THEY HAVE TO RUN
THEIR LOGIC THROUGH
YOU TO GET PRICE.

18

IT'S A WASTE OF THEIR
TIME.

19

YOU COULD USE IT AS
A "CASE STUDY"...

ON HOW BAD THEY
WERE, BEFORE YOU
"STEPPED IN AS THE
HERO".

20

THERE'S ABSOLUTELY
NOTHING IN IT....

FOR THEM, IF THEY DO.



2

**WHY ARE BUYERS BEING
OBSTINATE..
*OR SEEM LIKE THEY'RE PLAYING GAMES?***



WHY IS THE BUYER.... BEING ANNOYING?

1

**YOU'RE PLAYING
GAMES...**

SO THEY PLAY GAMES.

2

**YOU'RE GOING INTO
PARENT EGO STATE...**

**SO THEY GO INTO
CHILD EGO STATE &
REBEL.**

3

**YOU'RE TRYING TO BE
AN AUTHORITY....**

**WHEN THEY REALLY
HAVE ALL OF THE
AUTHORITY, AS A
BUYER.**

4

**YOU'RE TRYING TO BE
THE AUTHORITY...**

**WHEN THEY HAVE ALL
OF THE INFORMATION
& KNOWLEDGE.**



WHY IS THE BUYER.... BEING ANNOYING?

5

**BECAUSE YOU'RE
MAKING THEM FEEL...**

**UNSPECIAL – & THEY
REALLY DON'T LIKE IT.**

6

**THEY DETECT THAT
YOU'RE TRYING TO....**

**MANIPULATE THEM,
WITH YOUR
QUESTIONS.**

7

**THEY CAN DETECT,
THAT YOU'RE TRYING...**

TO SELL THEM.

8

THE "DATING GAME".



3

**ARE MY BUYERS
(IN EITHER CASE SCENARIO)...
*FAIR IN DOING THAT?***



UHHHHH....



YEAH.



4

WHAT SHOULD I DO...
WHEN A BUYER,
ASKS ME ABOUT PRICE.



FAIR

WHEN A BUYER ASKS YOU ABOUT PRICING.



SCENARIO 1

BUT THEY ARE STILL
ANSWERING ALL OF YOUR QUESTIONS.



WHEN THE BUYER **ASKS ABOUT PRICE** BUT STILL **ANSWERS ALL YOUR QUESTIONS** .

1

**PITCH AN AGENDA TO
THE CONVERSATION...**

**THAT YOU CAN ASK
QUESTIONS AT THE
START– BUT YOU
GUARANTEE YOU’LL
GIVE PRICING, AT THE
END OF THE CALL.**

2

**START ASKING YOUR
BUYER QUESTIONS...**

**BUT MAKE SURE, THAT
THEY’RE OBJECTIVE.**

3

**TRY TO FIND A
MISDIAGNOSIS....**

**EARLY IN THE CALL–
OR A MISSED
DIAGNOSIS.**

4

**THE BIGGER THE
UNKNOWN YOU FIND...**

**THE BETTER THE ODDS,
THEY’LL CONTINUE TO
ANSWER QUESTIONS.**

UNFAIR

WHEN A BUYER ASKS YOU ABOUT PRICING.



& THERE'S 2 SCENARIOS
THAT ARE UNFAIR.



SCENARIO 1

WHEN THE BUYER
WON'T ANSWER YOUR QUESTIONS.



SCENARIO 2

WHEN THE BUYER TELLS YOU
TO JUST SEND THEM PRICING.



5

WHAT SHOULD I DO...
WHEN THE BUYER,
EMOTIONALLY SHUTS DOWN.



FAIR

WHEN THE BUYER EMOTIONALLY SHUTS DOWN.



SCENARIO 1

THEY **SHUT DOWN MID DEMO**—
OR AFTER YOU **SHARE YOU DECK.**



WHEN A BUYER **EMOTIONALLY SHUTS DOWN** ... AFTER YOU **START TO DEMO** , OR **SHARE YOUR DECK** .

1

KEEP IN MIND—> THIS ONE IS VALID.

2

**YOU'RE TALKING TOO MUCH....
& THEY DON'T CARE.**

3

**YOUR QUESTIONS ARE RELEVANT TO THEM....
AS A PERSONA— OR IN THEIR ROLE.**

4

**THEY DON'T TRUST YOUR AGENDA....
BECAUSE THEY KNOW THAT IT'S TO SELL THEM.**



WHEN A BUYER **EMOTIONALLY SHUTS DOWN** ... AFTER YOU **START TO DEMO** , OR **SHARE YOUR DECK** .

5

**THEY DON'T TRUST
YOUR AGENDA....**

**BECAUSE YOUR
QUESTIONS ARE
LEADING, & AFTER
MANIPULATING THEM.**

6

KEEP IN MIND.....

**THE PROBLEM IS
YOU'RE NOT ADDING
VALUE.**

7

SO JUST FOCUS ON.....

**ADDING VALUE TO
THEM.**



UNFAIR

WHEN THE BUYER EMOTIONALLY SHUTS DOWN.



SCENARIO 1

THEY WON'T ANSWERS QUESTIONS
FROM THE START – OR ARE BEING OBSTINATE.



WHEN A BUYER **EMOTIONALLY SHUTS DOWN** ... & THEY **WON'T ANSWER QUESTIONS** , OR **START TO ACT OBSTINATE** .

1

THIS ONE IS UNFAIR.....
USUALLY.

2

TRY TO FIND AN
UNKNOWN FAST.

3

IF THEY STILL DON'T
"RELENT"

THEN CALL THEM OUT.

4

IF THEY'RE STILL
RUSHING YOU....

EVEN WHEN YOUR
QUESTIONS ARE
OBJECTIVE – PATTERN
INTERRUPT & ASK
THEM IF THEY JUST
WANTED A QUOTE.

WHEN A BUYER **EMOTIONALLY SHUTS DOWN** ... & THEY **WON'T ANSWER QUESTIONS** , OR **START TO ACT OBSTINATE** .

5

...OR ASK THEM IF
THEY'RE JUST

UP ON RENEWAL WITH
ANOTHER VENDOR-
AND NEED A
COMPETITIVE QUOTE,
TO LOWER THEM.

6

.....OR ASK THEM, IF
THEY HAVE ALREADY....

MADE A DECISION-
AND JUST KIND OF
WANTED A REASON,
TO "DISQUALIFY YOU".

7

EVERY NOW & THEN....

IT'S JUST A TOXIC
BUYER.

6

WHAT SHOULD I DO...
WHEN THEY DON'T HAVE,
THE INFORMATION THAT I NEED.



FAIR

WHEN THEY DON'T HAVE THE INFO.



THERE'S 4 SCENARIOS
THAT ARE FAIR.



SCENARIO 1

THEY **DON'T KNOW THE INFO.**



SCENARIO 2

THEY **DON'T READILY KNOW THE INFO.**



SCENARIO 3

THEY HAVE TO **GO THROUGH SECURITY.**



SCENARIO 4

THEY CAN'T **GO THROUGH SECURITY.**



UNFAIR

WHEN THEY CAN'T GET THE INFO, THAT YOU NEED.



& THERE'S 2 SCENARIOS
THAT ARE UNFAIR.



SCENARIO 1

THEY DON'T **WANT TO GO LOOK FOR IT.**



SCENARIO 2

THEY GIVE YOU AMBIGUOUS ANSWERS
& WON'T GIVE YOU THE REAL NUMBERS.



7

WHAT SHOULD I DO...
WHEN A BUYER,
WON'T LET ME TALK TO OTHER PEOPLE.



FAIR

WHEN THEY WON'T LET YOU TALK TO OTHERS.



THERE'S 2 SCENARIOS
THAT ARE FAIR.



SCENARIO 1

YOU **HAVEN'T ADDED VALUE.**



SCENARIO 2

THEY WERE **TOLD TO GO VET OPTIONS.**



WHEN THEY **WON'T LET YOU TALK TO OTHERS** THEY WERE **TOLD TO GO VET OPTIONS.**

1

**DO NORMAL
DISCOVERY.**

2

**ASK ALL OF THE
QUESTIONS YOU NEED:**

**EVEN IF YOU THINK,
THEY WON'T BE THE
ONE, TO HAVE THE
ANSWERS.**

3

**EVEN WHEN THEY CAN
ONLY GIVE YOU....**

**HALF ANSWERS— KEEP
GOING WITH ALL OF
THE QUESTIONS THAT
YOU NEED TO ASK.**

4

**EVEN IF THEY GIVE YOU
SUBJECTIVE ANSWERS:**

**KEEP GOING WITH ALL
OF THE QUESTIONS
THAT YOU NEED TO
ASK.**

WHEN THEY **WON'T LET YOU TALK TO OTHERS** THEY WERE **TOLD TO GO VET OPTIONS.**

5

TYPICALLY, THEY END UP CAVING....

& RUSHING YOU TO THE DM, SO THEY CAN GIVE YOU ANSWERS.

6

EVEN IF THEY'RE MID-LEVEL....

TREAT THEM LIKE A "DM", & GO THROUGH THE ENTIRE PROCESS.

7

GIVE THEM A QUOTE, THAT'S FULL...

AND EXTENSIVE, BUT THEY'RE FIRM ON THE RECON THAT THEY GIVE YOU.

8

THEY'LL SEND YOU TO THE DM...

& THEY JUMP ON THE CALL, TO ASK ALL OF THE QUESTIONS THAT THEY HAVE, WITH THE QUOTE THAT YOU SENT THROUGH.

UNFAIR

WHEN THEY WON'T LET YOU TALK TO OTHERS.



SCENARIO 1

THEY ARE **GATEKEEPING YOU**
& **INSISTENT ON "THEIR PROCESS"**.



8

WHAT SHOULD I DO...
WHEN ONE PERSON,
WON'T REALLY ENGAGE WITH YOU.



(TYPICALLY) FAIR
WHEN ONE PERSON WON'T ENGAGE.



WHAT SHOULD YOU DO....

WHEN ONE BUYER **ISN'T ENGAGING WITH YOU** .

1

YOU'RE IN CHARGE OF THE CONVERSATION...

REMEMBER THAT— & CHANGE THE CONVERSATION TO THEM.

2

THEY COULD BE NOT ENGAGING....

BECAUSE YOU HAVEN'T CALLED THEM OFF-MUTE.

3

ESPECIALLY WHEN A BIT LOWER DOWN....

THEY COULD TAKE IT AS YOU THEY DON'T MATTER— IF YOU DON'T PROACTIVELY ENGAGE WITH THEM.

4

OR THEY COULD TAKE THAT AS....

YOU DON'T NEED THEIR TAKE, OR WANT THEIR TAKE— BUT YOU'RE ONLY TALKING TO THEM TO MANIPULATE THEM.



WHAT SHOULD YOU DO.... WHEN ONE BUYER ISN'T ENGAGING WITH YOU .

5

**MAKE SURE THAT YOU
PRIORITIZE....**

**GETTING EVERY
PERSON TO HAVE
DIALOGUE WITH YOU,
ON THE CALL- & YOU
GET THEIR TAKE.**

6

**IF YOU HAVEN'T
HEARD SOMEONE....**

**PROACTIVELY CALLED
THEM OFF MUTE- AND
ASK THEM FOR THEIR
OPINION.**

7

**ANY TIME YOU TALK
TO A NEW BUYER....**

**MAKE SURE TO FOCUS
ON THEIR METRICS, IN
SPECIFIC- & THE
PROBLEMS THAT THEY
WANT TO SOLVE.**

8

**ANY PERSON YOU DON'T
PULL OFF-MUTE....**

**ASSUME THAT THEY'RE
A PRO-ACTIVE
DETRACTOR TO THE
DEAL.**



9

**HOW TO PREVENT ALL OF
THIS FROM EVER HAPPENING..
*IN THE FIRST PLACE.***



HOW TO PREVENT THE BUYER.... FROM HOLDING BACK FROM YOU.

1

HAVE THEIR INTEREST,
TOP OF MIND...

BY FINDING
UNKNOWNNS.

2

AVOID USING
TECHNIQUES.

3

FIND A MISDIAGNOSIS,
EARLY IN THE CALL.

4

FIND A MISSED
DIAGNOSIS, EARLY ON.



HOW TO PREVENT THE BUYER.... FROM HOLDING BACK FROM YOU.

5

TRY TO FIND AT LEAST
ONE UNKNOWN.....

FOR EVERY PERSON,
DURING THE CYCLE.

6

TRY TO FIND AT LEAST
ONE UNKNOWN.....

ON EVERY CALL,
DURING THE CYCLE.

7

TRY TO INTERMIX
DURING THE CALLS....

FINDING THE BUYER'S
KNOWNS &
UNKNOWNS FOR
THEM- EVENLY
THROUGHOUT THE
CALL.

8

NEVER ASK QUESTIONS,
THAT PURSUE....

A SELFISH AGENDA.



HOW TO PREVENT THE BUYER.... FROM HOLDING BACK FROM YOU.

9

**IF THE BUYER GIVES
SUBJECTIVE ANSWERS:**

**ALWAYS DOUBLE
DOWN— TO FIND THE
QUANTIFIABLE
ANSWER.**

10

**IF THEY DON'T HAVE
THE INFO YOU NEED....**

**PULLED UP & READILY
AVAILABLE →
DON'T FREAK OUT, BUT
DON'T LEAVE IT
BEHIND.**

11

**AVOID PURSUING THE
BUSINESS PROBLEM....**

**AGGRESSIVELY RIGHT
OFF THE BAT.**

12

**AVOIDING ASKING A
LOT OF QUESTIONS....**

**WHERE THEY DON'T
LEARN SOMETHING
THAT THEY DIDN'T
KNOW BEFOREHAND—
ALL AT ONCE, IN RAPID
SUCCESSION.**

HOW TO PREVENT THE BUYER.... FROM HOLDING BACK FROM YOU.

13

**AVOID “OUTLINING
THE PROFILES”**

**OR USING SALES
TECHNIQUES THAT ARE
GENERALIZING, &
DIGITAL IN NATURE.**

14

**THE LESS TECHNIQUES
YOU USE, THE BETTER.**

15

**IF THEY BRING UP
COMPETITORS....**

**DON'T SPEAK
POORLY– AND PIVOT
THE CONVERSATION
BACK TO THEM.**



10

**IS THERE ANY
CASE SCENARIO...
WHERE YOU WOULD
"DITCH YOUR EFFORTS", WITH A BUYER?**



UHHHHH....



YES.





IN SUMMARY...





THE END.

