

These are the top 5 statements of indifference we encounter with new RISO prospects.

1. We just bought a new copier
2. We send all our printing out
3. I get a great price on my printing from a friend.
4. The company we work with provides all our solutions
5. We don't have any money in the budget for new equipment

For this exercise, lets use the scenario that it is a cold call / early in the sales presentation and the person you are speaking with has some sort of clue about what's going on.

When acknowledging the indifference, try responding by paraphrasing the indifference. For example; I can understand that you don't print the run lengths right now to justify having a Riso.... However I can see your point in not wanting to bring difficult technology, most companies don't want their people away from task to learn the equipment.(The what and the why is included in this one)

When asking permission to probe, it sometimes goes a little smoother if you give them a reason why you are going to ask them questions. This is positioning. Maybe give them a little Wiifm. For example; " In case there is a chance that we may be able to help you in the future, would you mind if I ask you a couple of questions"?

## Steps for indifference

### Indifference #1

1. **Acknowledge the concern**

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2. **Ask permission to probe**

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**3. Probe**

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Indifference #2

**1. Acknowledge the concern**

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**2. Ask permission to probe**

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**3. Probe**

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Indifference #3

**1. Acknowledge the concern**

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**2. Ask permission to probe**

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**3. Probe**

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Indifference #4

**1. Acknowledge the concern**

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**2. Ask permission to probe**

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**3. Probe**

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Indifference #5

**1. Acknowledge the concern**

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**2. Ask permission to probe**

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### 3. Probe

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