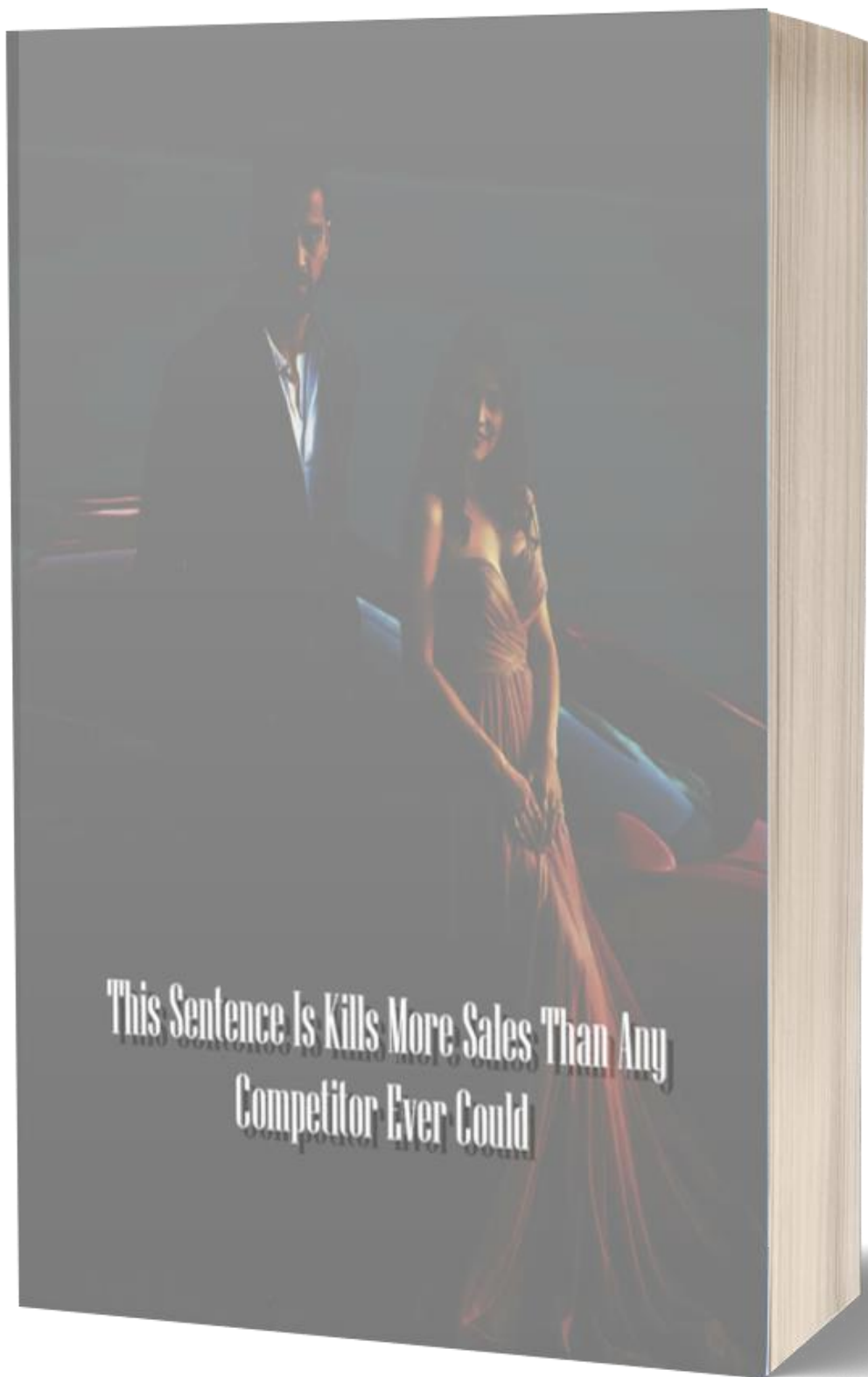




By Prashant Shanbhag
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The Sentence That Kills More Sales Than Any Competitor Ever Could

There's a silent killer in sales.

It's not price.

It's not competition.

It's not even your product.

In fact, this killer is so quiet, most salespeople don't even notice it walking into the room.

Until it strikes.

It usually comes disguised as a smile...

followed by a single, innocent-sounding sentence that detonates your deal in slow motion:

"I need to talk to my spouse first."

Game over, right?

Or... maybe not.

Because here's the strange part: the first time I learned to handle this sentence, something almost magical happened...

But I'm getting ahead of myself.

The First Time I Got Hit

I was still green.

Eager.

Overconfident.

I had just finished what I *thought* was the perfect pitch.

The client was nodding along.

Everything felt like a slam dunk.

And then, it happened.

"You know, I really like it... I just need to talk to my wife first."

I smiled politely.

I nodded like I understood.

I packed up my materials.

And as I walked back to my car, I felt that sick, sinking feeling in my gut.

I didn't lose to a competitor.

I didn't lose to price.

I lost to **Clara**.

But Here's the Part Nobody Told Me

I later found out a truth that almost every great closer knows...

It's rarely the spouse.

That's right.
The spouse objection?
99% of the time, it's fake.

And once you know how to peel it open...
once you know how to slip past the "I need to ask my spouse" shield...
...you can close deals other salespeople walk away from.

The Magic Trick That Changed My Life

The first time I tried this, I felt like a magician revealing a hidden card.

Here's exactly how it went down:

The client said it.
The dreaded line.

"I really like it... but I need to check with my wife first."

Instead of freezing like last time, I smiled and said:

"By the way, what's your wife's name?"

"Clara," he said.

Bingo.
Now, it's not "the wife."
It's **Clara**.

I leaned in and asked:

"When you take this home to Clara tonight, which part do you think she'll get the most excited about?"

He paused.
Thought about it.

Then said exactly what I needed to hear:

“Oh... she’ll love that we can use it anywhere.”

There it is.

The secret most salespeople never figure out:

Clara was never the problem.

Clara is already halfway sold.

The Real Objection

Now that I’d cracked the shell, it was time to see what was really hiding inside.

“Hey Jim,” I said casually, “Before I send you something to review with Clara, what’s the one thing *you*’re still unsure about?”

He hesitated.

Shifted in his chair.

And then... truth.

“It’s really just the price. I was comparing it.”

POW.

Just like that, the fake spouse objection vanished.

The real objection crawled out of hiding.

And that’s when the sale became *winnable*.

Why This Works Like Magic

Now, before I tell you how I closed that deal...

I want you to notice something about this “magic trick.”

It works because of one simple principle:

People lie about their objections.

Not because they're bad people.
Not because they want to hurt you.
Because it's **easier**.

Saying "I need to check with my spouse" feels safe.
It doesn't start a fight.
It doesn't force them to admit they're scared about the price, the risk, or making a decision.

It's a shield.

Your job as a closer isn't to smash the shield.
It's to **gently slide past it...**
...until the real objection comes out.

The Sale I Almost Lost

Back to Jim.

Now that I knew the real objection, I didn't need to push.
I didn't need to beg.

I just said,
"Totally understand, Jim. You were comparing price... tell me, what were you comparing it to?"

He told me.
I smiled.

It wasn't even close.
I showed him the value difference in less than 60 seconds.

And then I used my favorite closer line:
"Let's get this done now, so Clara can start loving it tonight."

He laughed.

He signed.

And here's the punchline:

Clara didn't even care about the price.

She just wanted the benefit Jim had already fallen in love with.

The Secret Nobody Talks About

Now here's where this gets interesting...

The "spouse objection" is just one of **seven invisible objections** that kill most sales.

And once you know how to spot them...

Once you know how to slip past them...

Closing becomes almost unfair.

I'll give you a hint:

The next one is so sneaky, it hides behind a smile and a nod...

...a nod that almost *feels* like agreement...

...but really means: **"I'm not doing this today."**

And when you learn how to catch it?

Your closing rate can double—sometimes overnight.

But that's a story for later.

And here's the crazy part: you just read the entire story without even noticing how deep you went.

By now, you know the first magic move.

You know how to turn the scariest objection in sales into a buying signal.

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