



HANDLING OBJECTIONS

Sell Smarter, Not Harder.



Handling Objections

First Things First

WE NEED THE RIGHT MINDSET

We're not here to perform "wallet surgery" on our prospects. Our goal is to help them make the right decision for the right reason...

This isn't about getting the most "money" we can or any other self-seeking reason. Once you figure that out, you're a true sales person!



WHAT ARE... OBJECTIONS



What Are Objections?

Simply put, objections stall the deal or even stop the deal from moving forward.

- ★ Reasons to not be on the call
- ★ Reasons to not purchase
- ★ Reasons to think about it
- ★ Reasons it won't work
- ★ Etc, etc, etc

 **4,000-10,000**
Average # of marketing messages
a consumer sees in one day.

What Are Objections

Everything Revolves Around Sales

High Value Selling Is Not...

- Telling them they are wrong
- Proving you are right
- Smack talking competitors
- Over promising
- Offering discounts
- Pushing special pricing
- Lying, Tricking, Taking advantage

We live in a connected world. What goes around comes around!



What Are Objections

Everything Revolves Around Sales

High Value Selling Is...

Helping the right person make the right decision for the right reasons.

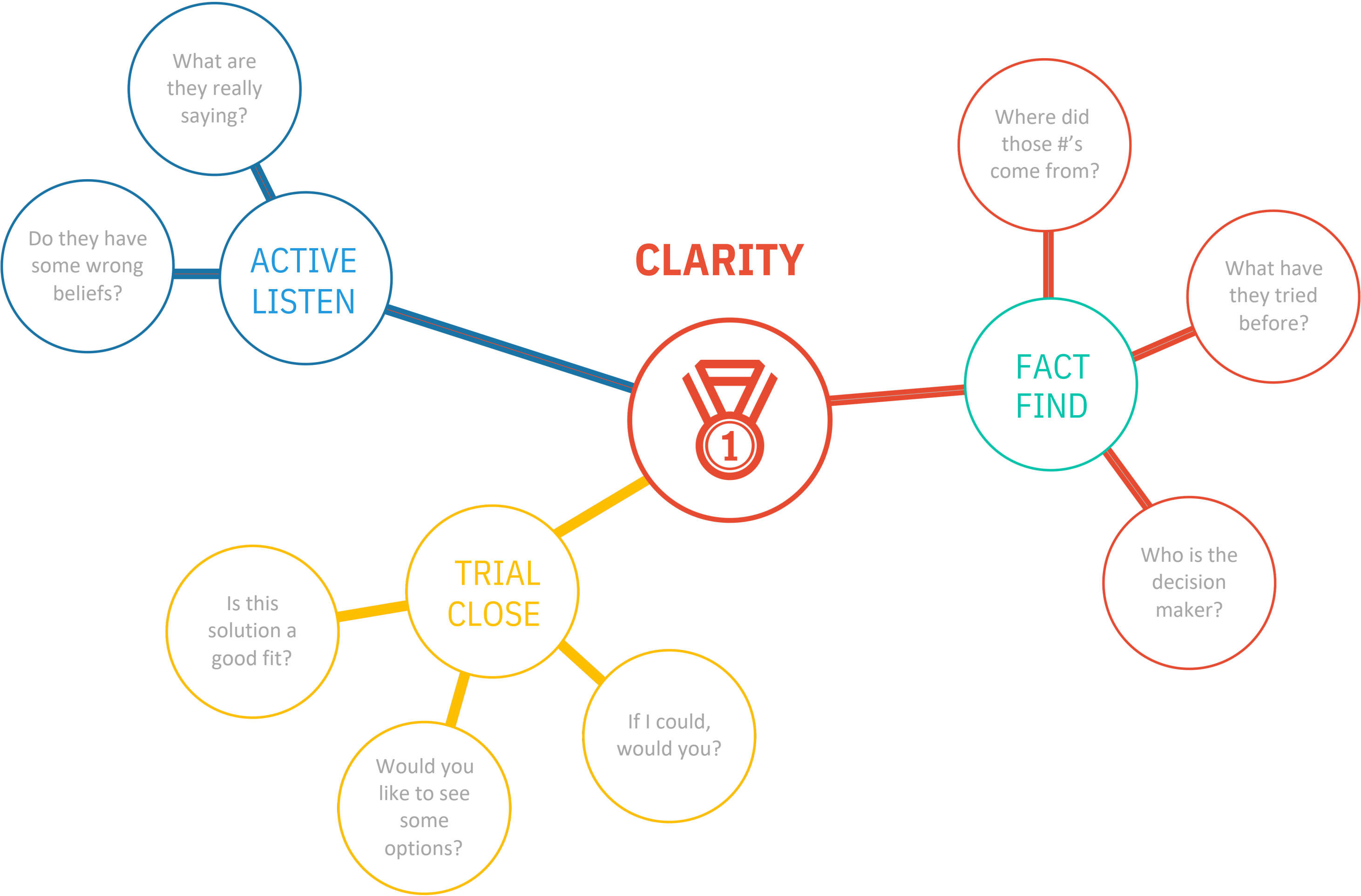


GET CLARITY

Perfect Practice Makes Perfect

Never Practice On Your Prospects

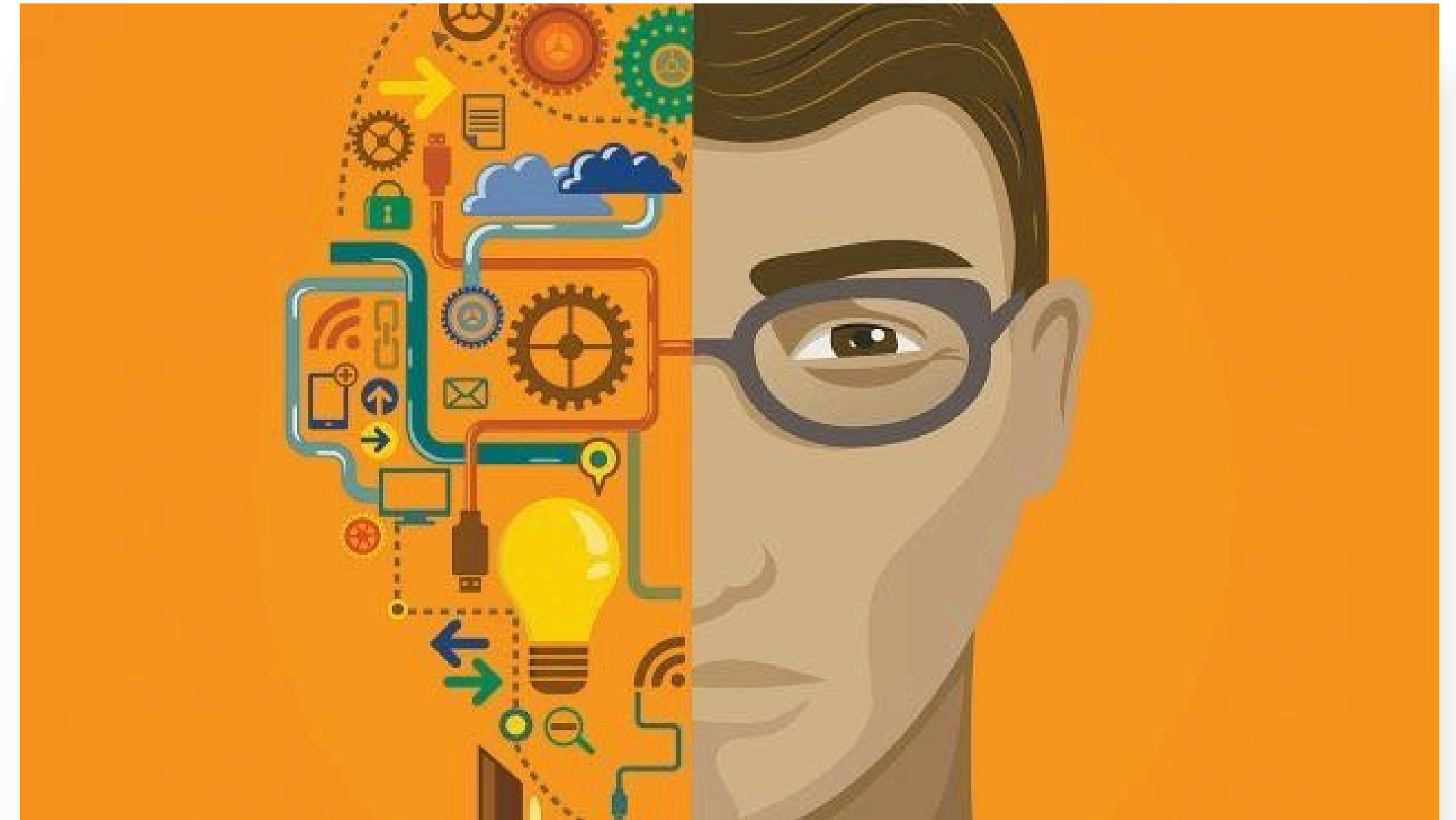
Sales is the most important driver in business growth. It deserves more respect, more time and more planning than you’re giving it now. The fact is - anyone can make high value sales, this is a learned skill. No one is born with this ability, it must be learned.



Reasons Sales Fail

8 Common Reasons

- Lack of **perceived value** in the product or service
- Lack of perceived **urgency** in purchasing the offering
- Perception of inferiority to a **competitor** or in-house offering
- Internal **political** issue between parties/ departments
- Lack of **funds** to purchase the offering
- Personal issue with the **decision maker(s)**
- Initiative with an **external party**
- **Perception** that *“it’s safer to do nothing”*



THE 5 CORE OBJECTIONS

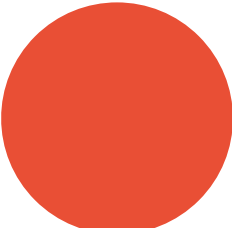
5 Core Objections

All Objections Fall Into These Five Categories



5 Core Objections

First, we need to identify the core areas that all objections fall into. Once you know where and how these objections come about - this will help you to overcome them during your selling process.



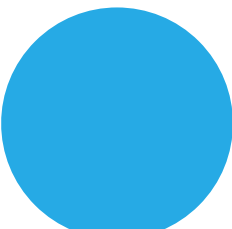
Time

We don't have time...



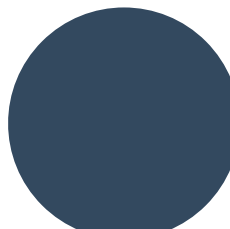
Money

We can't afford it



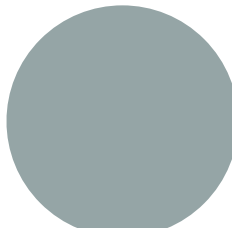
Deferral

I need to speak with
with my...



More Info

Send me more info...



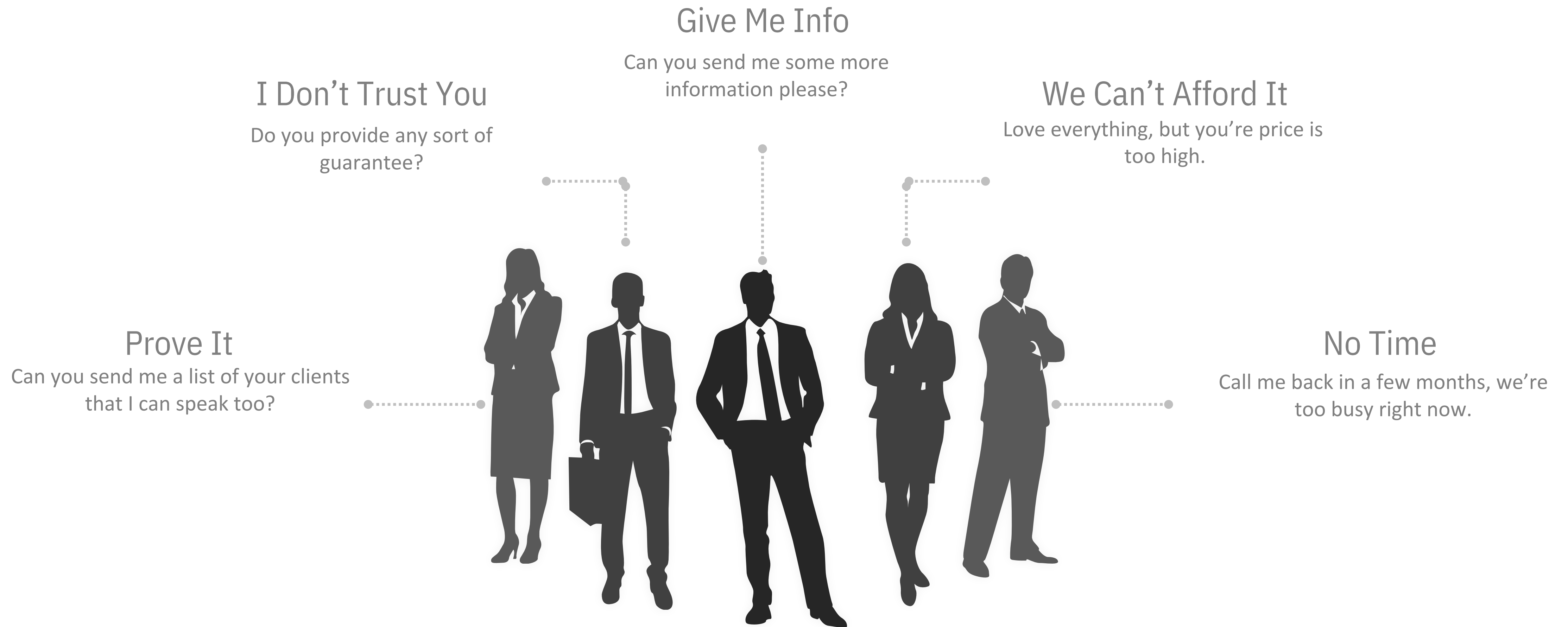
Trust (Credibility)

Prove it... Do you offer
a guarantee?



Objections Are Emotional

Example Statements



OBJECTION HANDLING PROCESS

THE PROCESS

Objection Handling Phases



1. **LISTEN:** Actively listen and make sure you're clear on what they are saying.
2. **FACT FIND:** Are you sure everything is factual? Make sure!
3. **REWARD:** Thank them for their honesty.
4. **REASSURE:** Reassure them that you can help them.
5. **REMIND:** Remind them about why they called you.
6. **REALIGN:** Reframe what they are saying and tell them a story about the possible outcome(s).
7. **TRIAL CLOSE:** Can they see this solution in action? Can they picture themselves using your solution
8. **HARD CLOSE:** Would you like to use Visa or Master Card?

DEEP DIVES

Handling Objections

Deep Dive

LISTEN: Actively listen and make sure you're clear on what they are saying.

FACT FIND: Are you sure everything is factual? Make sure!

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REALIGN: Re-frame what they are saying and tell them a story about the possible outcome(s).

TRIAL CLOSE: Can they see this solution in action? Can they picture themselves using your solution?

HARD CLOSE: Would you like to use Visa or Master Card?

TRUST

“We’ve done this before, it didn’t work and/or what guarantee do you offer?”

- ★ This has to do with them - not you!
- ★ It stops them from making any decisions, not just the good ones.
- ★ Their peril is to remain small and not grow because they are scared to trust someone.
- ★ **Even worse, this person who hurt them in the past is still robbing them of their success today!**



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TRIAL CLOSE: Can they see this solution in action? Can they picture themselves using your solution?

HARD CLOSE: Would you like to use Visa or Master Card?

TIME

“I’m too busy to grow my business at this time. Call me in 6 months.”

- ★ I’m too busy = “I don’t believe you”. Often times, this comes back to a “TRUST” issue.
- ★ The prospect doesn’t believe you - that there is a better way.
- ★ Typically, this prospect isn’t leveraged and they are working FOR their biz instead of ON it.



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DEFFERAL

"I need to speak with my biz partner about this..."

To handle this objection, let's first make sure you and the prospect are on the same page. Find out how that conversation is going to go before you do anything! **(e.g., the 1 to 10 scale)**

Is the prospect going to take your info to the partner and **show it** to them, or **sell it**?



HOW TO REALIGN

Handling Objections

Realign Your Prospect

REALIGN: Re-frame what they are saying and tell them a story about the possible outcome(s).

NEGATIVE

You could do nothing and...

Describe their business as it is without your products and services.



POSITIVE

Imagine what it would be like if...

Tell the finished story about what their biz looks like post-launch of your solution.



Handling Objections

Re-Frame Their Story

MONEY

“Sounds great, but we just can’t afford your solution.”

“How long have you been going down this road? How much money has already been spent trying to solve this issue? If not now, when?”

LISTEN: Actively listen!

FACT FIND: Are you sure everything is factual? Make sure!

REWARD: Thank them for their honesty.

REASSURE: Reassure them that you can help them.

REMINd: Remind them about why they called you.

REALIGN: Re-frame what they are saying...

TRIAL CLOSE: Can they see this solution in action?

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Sunk Cost Fallacy

- *What It Is: The belief that past investments (time, money, effort) justify continued investment, even when the current course of action is no longer rational.*
- *Why It Happens: People feel compelled to "justify" their initial decisions to avoid admitting they were wrong. This bias is often driven by fear of regret or looking foolish.*

Example: Continuing to fund a failing business because you’ve already invested so much, even though it's unlikely to succeed.

Loss Aversion

- *What It Is: A tendency to strongly prefer avoiding losses over acquiring equivalent gains.*
- *Why It Happens: Losing what has already been invested feels worse than the potential benefits of walking away. This leads to irrational persistence.*
- **Example:** Refusing to sell a stock at a loss, hoping it will rebound despite evidence to the contrary.

Handling Objections

Putting It All Together

WRITE IT DOWN: Write down the 3 most common objections and create a script!

PRACTICE: Go over your objection scripts - over and over again.

ROLE PLAY: Never practice on your prospects!

BELIEVE IT: Whether you think you CAN or you CAN'T - you are right!





30 OPEN-ENDED QUESTIONS: Information gathering

What prompted you / your company to look into this?
What are your expectations / requirements for this product / service?
What process did you go through to determine your needs?
How do you see this happening?
What is it that you'd like to see accomplished?
With whom have you had success in the past?
With whom have you had difficulties in the past?
Can you help me understand that a little better?
What does that mean?
How does that process work now?
What challenges does that process create?
What challenges has that created in the past?
What are the best things about that process?
What other items should we discuss?

30 OPEN-ENDED QUESTIONS: Qualifying

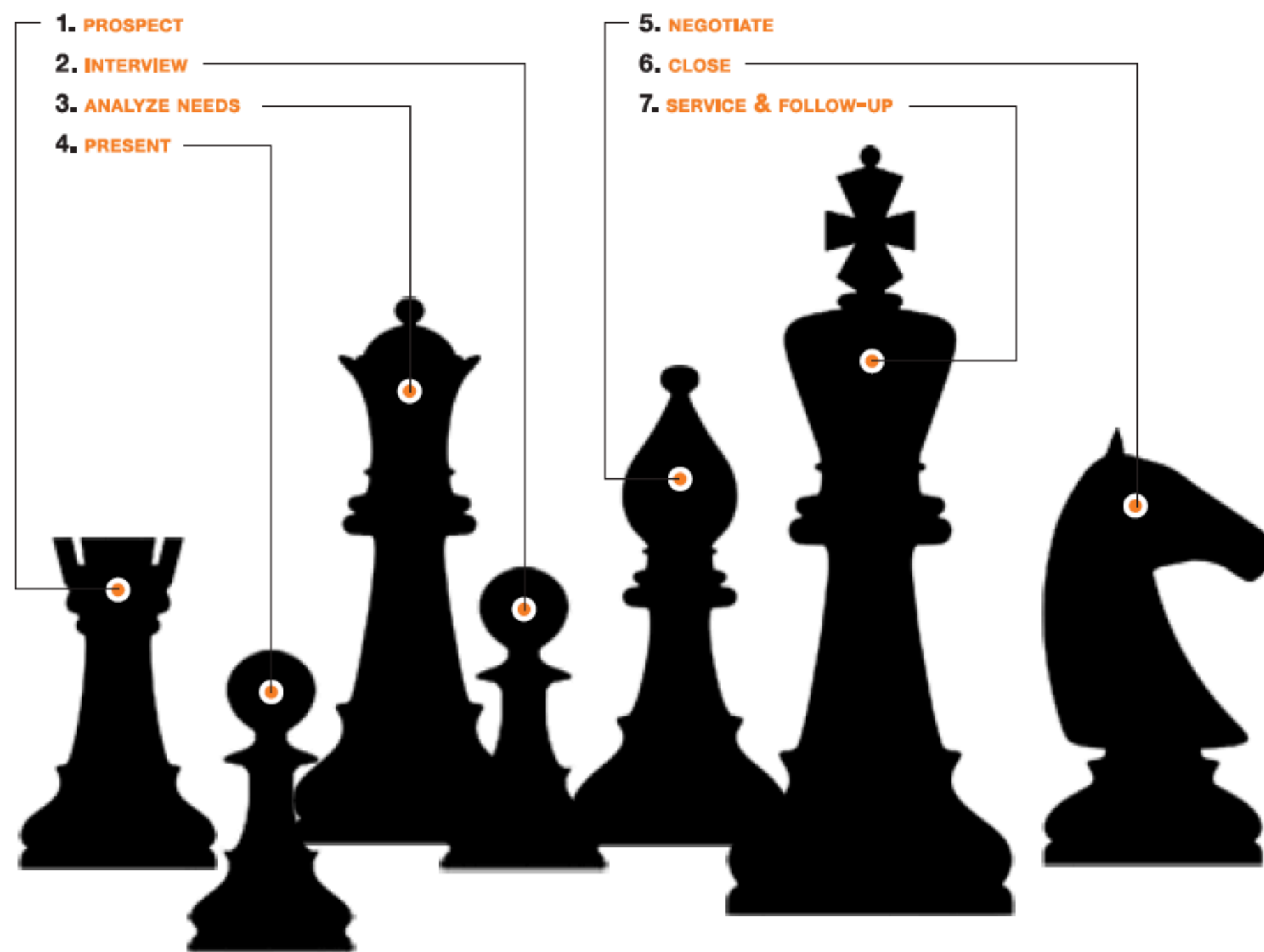
What do you see as the next action steps?
What is your timeline for implementing / purchasing this type of service / product?
What other data points should we know before moving forward?
What budget has been established for this?
What are your thoughts?
Who else is involved in this decision?
What could make this no longer a priority?
What's changed since we last talked?
What concerns do you have?

30 OPEN-ENDED QUESTIONS: Establishing rapport, trust & credibility

How did you get involved in...?
What kind of challenges are you facing?
What's the most important priority to you with this? Why?
What other issues are important to you?
What would you like to see improved?
How do you measure that?

THE SALES PROCESS

Assuming you've identified the features & benefits of your product/ service – and you've identified and defined your target market – the sales process begins...



Throughout the sales process, the salesperson should be continually...

Positively expectant

Enthusiastic

Asking questions

Listening

Qualifying the opportunity (for both parties)

Discovering hot buttons (what's in it for them)

Building rapport

Establishing trust

Developing credibility

Developing a valuable relationship

Addressing objections

Planning next action steps

Confirming understanding

Asking for referrals

Seeking additional opportunities to serve & sell

Evaluating responses & results (positive/ negative)

Affirming decisions (minimizing buyer's remorse)

ASK FOR THE SALE

Example **Closing** Tie Down Questions

“Where should we go from here?”

“Would you like to move forward?”

“Are you ready to get started?”

“Do you have a credit card you want to use to get some points?”

“We can start the process today with a credit card if you’d like?”

“We can have it delivered by (x-Date) if we can get a signed agreement by...”

“Let ’s get this off your plate and start the paperwork. What do you think? ”

“Let’s start the process so you can get onto your other priorities. Sound good? ”

GET STARTED

TIME TO TAKE ACTION

