

OBJECTIONS: The Proven Way to Overcome “The Stall”

Here’s a common selling scenario ...

- Linda finally gets a good call
 - The prospect is attentive
 - Prospect seems interested
 - “This sounds Great – let me ask my boss”
 - Linda Says: OK, let me know what your boss says, bye.
 - Is Linda nearer to closing the Sale?



A common selling scenario ...

- **Linda is NOT near to closing the sale!**
- **And that is to get a commitment from the prospect**
- **The prospect got away with a classic stall**



What is a stall ?

- Any response that holds up the sale
- “Let me think it over”
- “I’ve got to run it by my boss”
- “I’ll pass it to other people. If anyone is interested, I’ll get back to you”
- And anything else that STOPS you and the prospect from a commitment



Why do we let prospects stall us ?

- Don’t want to hear “NO”
- Fear of Rejection
- Fear of conflict
- Don’t want to appear aggressive
- Don’t realize we’re being stalled



What can a stall mean ?

1. The prospect isn’t interested
2. Isn't sure yet if he wants to buy
3. Can’t make the decision alone
4. Has an agenda he’s not revealing



What does a 'stall' do:

1. A stall sends you, the seller, a message
2. You must figure out the message immediately.
3. You must get either
Yes
Or
NO.
Why?
Because then you Can Do something About It?



What's the solution?

The 3 Steps Approach:

1. The "1-10 Question" that reveals the prospect's true interest level
2. The "What'll-it-Take Question" that reveals the true reasons for the stall
3. A strategy to help you ask probing questions that overcome the stall



Analyzing the stall

"I'm impressed but I'll need to run it by my boss."

- Key word: "BUT"
- Star sellers won't leave until they know WHY exactly somebody can't make a decision



The Three - Step Approach

➤ Step 1: Be very direct and ask a “1-10” questions:

- “On a scale of 1 to 10, where’s your interest level?”
- 5 or 6 - Not Interested
- 7 or 8 - Maybe
- 9 - Very Interested

The Three - Step Approach



Step 2: Follow up with a “what’ll it take” question:

- “What’ll it take to get you to a 10?”
- A “9” may just mean a small compromise
 A “5” or a “6” means you’re miles apart, call the next prospect
 The REAL opportunity is with the “7s” and “8s”
 Now you know why you’re stalled (fully or partially)


The Three - Step Approach



Step 3: Follow up with a series of probing questions that do one of the 2 Goals:

1. Dis-qualify non-buyers
2. Qualify genuine prospects & make them self-realize/discover the benefits of your program
 - Learn what specific concern/problem is holding back a genuine prospect
 - Then handle as an objection
 - Ask the prospect to tell you how he sees his problem solved

Example
“Let me have a look at it and I’ll get back to you?”
**Step 1 – Ok, right now based on a scale of 1 to 10 what’s your level of interest?
7 (Seven)**
**Step 2 – What would it take to bring your interest level to 10?
I don’t know, maybe I need my boss to look at it.**
**Step 3 – If your boss is OK with it, would you attend?
Apart from your boss, personally how do you see this program would benefit you?**

What we’ve learned 

1. Stall = indecision
2. Your Objective: Get Decision (YES or NO)
3. The 3 Steps Approach:
 - ✓ Use the "1-10" question to
 - ✓ Ask “What will it take to get to 10” to find the real reason
 - ✓ Use probing questions to make them realize the benefits of what you’re selling or solving their problem

QUESTIONS?

