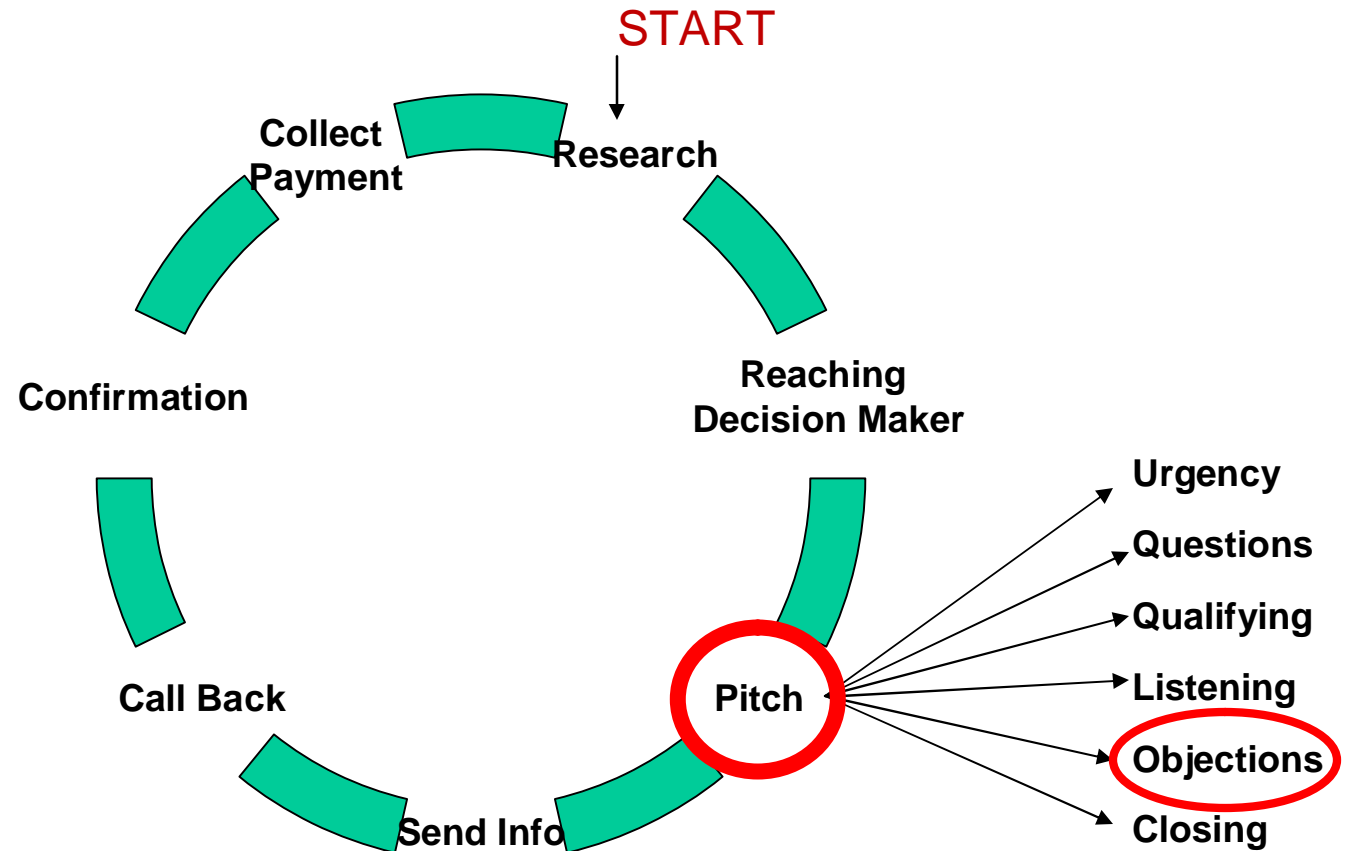


# **OBJECTIONS PART TWO**

# Overview of the sales Process



# Specific Objections & Answers

## Group 1 – Brush Offs

### *Brush Offs - Definition?*

Instinctive reflex responses just to get rid of you.

Actually when someone uses a brush off, he/she may or may not be interested in what you have, but the first thing comes to mind is to avoid you.

### *Example:*

Ever been in a department store looking to buy something and when the sales person came and asked - “Can I help you” – you just said: “No it’s OK.”

This is despite the fact that you may want to buy something.



# Specific Objections & Answers

## Group 1 – Brush Offs

*Why people use Brush Offs?*

- ✓ They're busy.
- ✓ Caught them at the wrong time.
- ✓ Or maybe they're really not in the 'mood' to buy.

*Some Specific 'Brush Offs'*

- ✓ I'm not interested  
(even before you mentioned anything about what you have)
- ✓ I'm busy right now
- ✓ We don't need this training.
- ✓ I am happy with what I/we have
- ✓ I'll call you if I'm interested



# Specific Objections & Answers

## Group 1 – Brush Offs

*What do you say when somebody Brushes You Off?*

*Depending on why they are brushing you off you can say:*

- ✓ It seems I caught you at the wrong time, maybe I'll call back later.
- ✓ When's a better time to call you back, tomorrow morning or afternoon?
- ✓ I'm sorry for the confusion, I thought when we spoke yesterday you were interested in this and that's why I sent you the details. But today things seems different. If you don't mind me asking, what actually changed from yesterday to today?
- ✓ I've heard that [I'll call you back] so many times before, but so far nobody has called me back and it's been 7 years I'm doing this. Rather than waiting for a call back which usually never comes can I ask you: first of all is this something that would benefit you?



# Specific Objections & Answers

## Group 2 – Stallers

### *Stallers – Definition?*

- ✓ *Simply a statement asking for more time to decide, but without giving any specific reason why.*

### *Examples:*

- ✓ I want to think about it....
- ✓ Give me some time to consider this ...
- ✓ I need some time....
- ✓ Maybe later...

# Specific Objections & Answers

## Group 2 – Stallers

### *Why do people stall?*

- ✓ Afraid of making the wrong decision
- ✓ They simply can't say no – are shy to say no.
- ✓ They have some internal issues & don't believe it's worth sharing with you, since according to them you cannot help.

### *What you must understand?*

- ✓ Nothing kills a deal more than time, so always get to the bottom of why someone is stalling.
- ✓ You must uncover the cause of the delay, so that you can either move them forward or move them out.
- ✓ You need to be seen as the one helping the prospect to make the right decision, by erasing any doubts/fears that this is the wrong decision.



# Specific Objections & Answers

## Group 2 – Stallers

*What do you say when somebody stalls Off?*

Part 1.

Yes I can understand that you need to decide on this. Usually when other people like you mention this, I have found that there's something that's holding them back, that's why they need to think about it. If I may ask: What is holding you back/What exactly is it that you would like to think about it? (SHUT UP AFTER THIS)

Part 2

Well again from my experience with others I have found that mainly people need time to consider because of 2 main reasons:

1. They need to get approval for the investment
2. They are not yet sure if this is something beneficial for them.

If you could help me, in your case is it no. 1 or no.2, or maybe something else?





# Specific Objections & Answers

## Group 2 – Stallers

*What else can you say when somebody stalls?*

- ✓ What concerns do you still have?
- ✓ What's causing you to hesitate?
- ✓ What makes you say that?
- ✓ What is it that you are planning to consider?
- ✓ Is it the timing/\$\$\$ that's holding you back?

# Specific Objections & Answers

## Group 3 – Investment/Price

### *Definition?*

- ✓ *Whenever people say they can't come because of the investment fee/price.*

*NOT - YOUR PRICE IS TOO HIGH, before knowing anything about your offer.*

- ✓ *It is your job to clarify the desire to buy before ever discussing about price/investment.*

### *Why do people object to price?*

- ✓ *Want to negotiate a better deal*
- ✓ *They believe the price/investment is really high*
- ✓ *They don't see the ROI/benefits vs cost/investment*
- ✓ *They see it as a cost only.*

# Specific Objections & Answers

## Group 3 – Investment/Price

*What you must understand?*

- ✓ No one buys based on price alone.
- ✓ People buy based on Value and ROI
- ✓ Build the value and the benefits of the workshop first, and then people would view the price through the filter of value and benefits.
- ✓ Use the “theory of contrast”. Contrast your investment/price with those of competitors, or better contrast the investment if they have to go overseas US/UK etc for this.



# Specific Objections & Answers

## Group 3 – Investment/Price

*What to say when somebody objects to price?*

- ✓ *As covered previously you need to 'isolate' the objection. Then you say what we covered in the previous session or:*
- ✓ *I really want to help you in getting this/attending this. Tell me what can I do to help you regarding the investment?*
- ✓ *Regardless of the discount they say, always go back with a 4% or 6% discount that you have secured in the past and whether that would be OK with them.*

# Specific Objections & Answers

## Group 4 – We don't need this

Why prospects say this?

- ✓ Maybe this is a brush off
- ✓ Maybe there really isn't a fit
- ✓ There may be a fit but the prospect does not realise it

One Main Solution

- ✓ Be Prepared – Know what you are selling.



# Specific Objections & Answers

## Group 4 – We don't need this

What do you say?

- ✓ After you've exhausted other options as outlined previously in "Brush Offs", you can go to the alternative
- ✓ Ok, if you were to attend one training/workshop this year, what would that be? OR

What is one workshop that you and your people would need to really attend this year?

- ✓ If it matches with other workshops that we have in the series, then book them for that.
- ✓ If not, ask how many people. If they have more than 5 or 6 people we can actually set up a public workshop and start with 6 people on board already



# Specific Objections & Answers

## Summary

✓ **There are 4 steps to handling an objection:**

1. Understand what is being said/ Empathize with it
2. Isolate/Separate/Clarify
3. Present Conditions – If .... then ....
4. Close

✓ **Some of the most common objections are categorised as:**

1. Brush Offs
2. Stallers
3. Price/Investment Fee
4. Don't need this

✓ **Master objection handling**

To do that you must have a full list of all objections with reasons, questions & statements for each objection