OBJECTIONS
PART ONE

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Overview of the sales Process

START

Collect Payment

Research

Confirmation

Reaching Decision Maker

Call Back

Pitch

Urgency

Questions

Qualifying

Listening

Objections

Closing

Send Info

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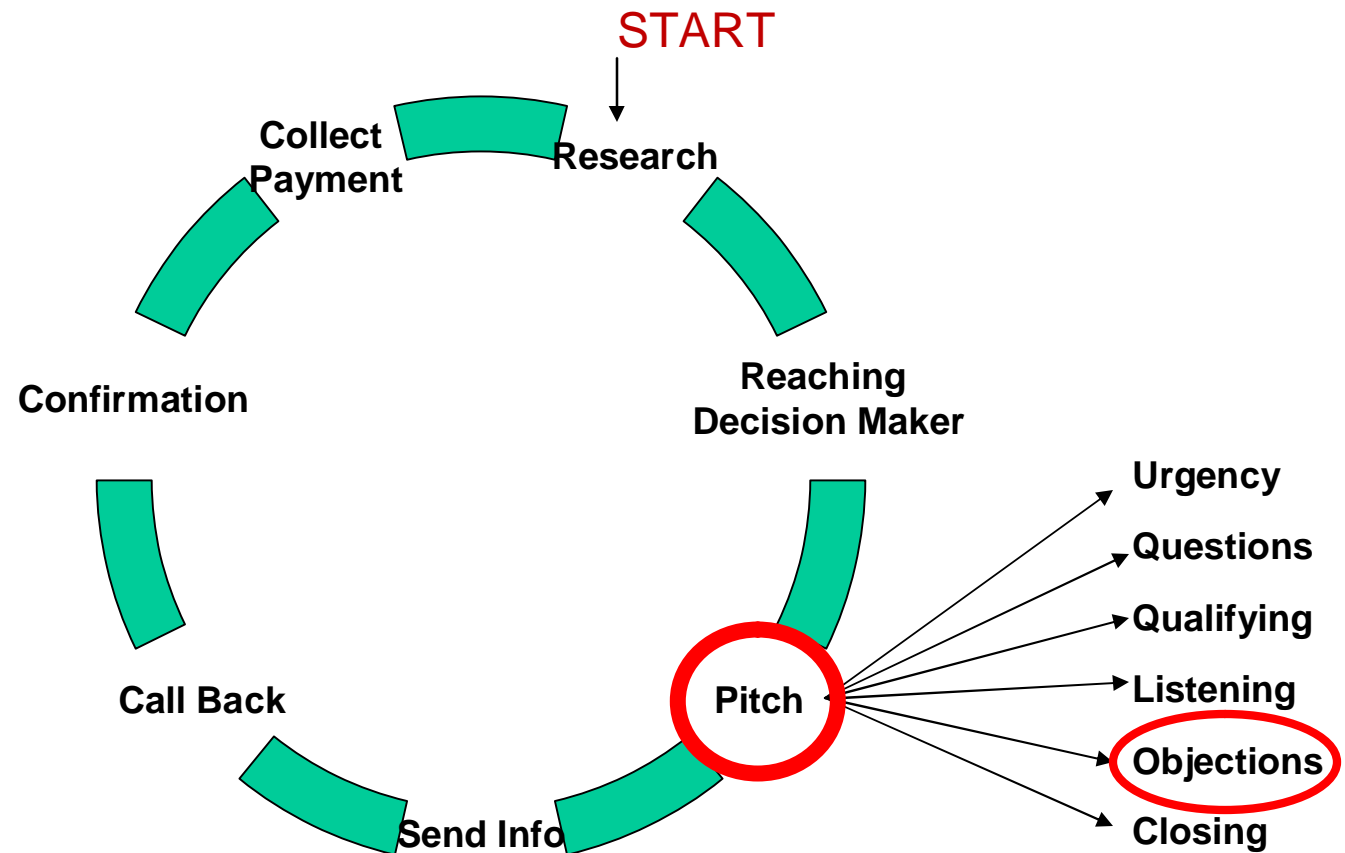
4 Steps to Overcoming an Objection

1. Understand what is being said/ Empathize with it

2. Isolate/Separate/Clarify

3. Present Conditions – If …. then ….

4. Close

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Example of an Objection Handling

✓**Objection:**

I'm sorry but your program seems on the steep side. I'm afraid that's something that is expensive for us?

✓**How you handle the objection (step 1 & 2):**

Um, I can understand what you're saying since I hear that sometimes. And sometimes people feel that this is steep. However before I go on let me clarify on this:

Apart from this program being expensive for you, is there anything else that would stop you from attending?

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Example of an Objection Handling

✓ **How you handle the objection (step 3):**

If the prospect gives another objection, you've got to go back to step 1 & 2.

If he says: "No, apart from the fee, all else is ok.", then say:

Ok, if I understand you correctly you're saying that you like the program and it will benefit you, if it was not for the investment fee. If I may ask you:

If this was within your budget, you would attend right? (they say yes)

Ok let me see what I can do. In the past I have got approval for a discounted fee of 5%, which would save you …. $$$ …, for a total investment of $$$ … If I can get that special fee, is that something … within your budget/… that would enable you to attend?

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Example of an Objection Handling

✓ **How you handle the objection (step 4):**

If the prospect says Yes, then say:

Before I go & get approval, is this something you will attend alone or bring any other people with you?

Whatever the prospect says i.e. whether he/she will come alone or bring other people, say:

Great, I'll go & get approval for this and get back to you within 10 minutes. In the meanwhile I'll reserve …1/2/3… seats for you.

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Feel ... Felt ... Found Technique

"I understand how you feel; many others have felt the same way. But after attending they've found…"

1. Soften the objection and then question the objection.

2. Feel, empathize with the person without saying that he or she is wrong

3. Felt, their belief is also held by many others

4. Found, give some new information, which re-enforces that buying what you have is the right decision to make despite the objection. This is the time to mention some testimonials of what past clients/customers have said.

   IMPORTANT – The new information is not what you are saying, is what other clients have said

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Objections - Feel ... Felt ... Found Technique

In the previous example, this is what we could have said to cover Step 1.

I fully <u>understand how you feel</u> about the investment fee for the program. After all we're talking about an investment of $$$ … And what's unique is that I have had some <u>other clients in the past that have felt the same way</u> regarding the investment fee. However most of them took the jump & attended. And <u>what they found is that</u> our programs are excellent, worth every cent invested. I remember right now that one Manager from Motorola in the past said:

"This program is worth every cent invested".

Then continue with step 2 i.e.

However before I go on let me clarify: Apart from this program being expensive for you, is there anything else that would stop you from attending?

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Objections – Exercise

1. Observe/Listen to/Understand the objections you commonly hear and write them down.

2. List the reasons why prospects may be saying these things/objections.

3. For each of the reasons, write out questions that plant seeds of doubt and uncover why they are saying these objections.

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Objections – Exercise

Objection:

Your price is too high/ expensive etc.

Reasons:

✓ Really don't have $$$

✓ Not convinced of program benefits

✓ Just brushing me off

Questions:

✓ How much did your organisation invest in the last training/ workshop you attended?

✓ Apart from the fee, is there anything else that's holding you back?

✓ Rather than the fee, is this program something that would really benefit & help you in your current or *future job*?

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