Chapter 11

Welcome Your Prospect’s Objections
Main Topics

- The Tree of Business Life: Objections
- Welcome Objections!
- What Are Objections?
- When Do Prospects Object?
- Objections and the Sales Process
- Basic Points to Consider in Meeting Objections
- Six Major Categories of Objections
- Techniques for Meeting Objections
- Technology Can Effectively Help Respond to Objections!
Main Topics, cont...

- After Meeting the Objection—What to Do?
- In All Things Be Guided by the Golden Rule
The Tree of Business Life: Objections

Guided by The Golden Rule:

- Welcome objections
- Remember that objections may allow you to answer the prospect’s concern(s)
- Realize your product or solution may not be for everyone
  - If it is not for a particular customer, thank him and politely leave
  - If it would benefit the customer, politely, professionally, and ethically, show how the product could be useful
- Handling objections truthfully shows you provide ethical service in order to build true relationships
The Parallel Dimensions of Selling

Discussion Sequence

**Discuss Product**
- Show Feature
- Explain Advantage
- Lead into Benefit
- Let Customer Talk

**Present Marketing Plan**
- Availability, Delivery, Guarantee, Merchandising, Installation, Maintenance, Promotion, Training, Warranty

**Explain Business Prop**
- List Price, Shipping Cost, Discounts, Financing, ROI, Value Analysis

**Suggest Purchase**
- Product, Quantity, Features, Delivery, Installation, Price

Selling Process

**Prospecting**
- Money Authority
- Desire

**Preapproach**
- Approach
- Presentation
- Trial Close
- Determine Objections
- Meet Objections
- Trial Close
- Close
- Follow-up & Service

Buyer’s Mental Steps

**Attention**
- Interest
- Desire
- Conviction
- Action (Purchase)
Welcome Objections!

- Accept objections as a challenge
- People do not want to be taken advantage of
- Learn to overcome objections
What are Objections?

- Opposition or resistance to information or the salesperson’s request is an objection.
When Do Prospects Object?

- Prospect may object any time during sales call
- Always be ready to handle a prospect’s objections
Objections and the Sales Process

- Objections can occur at any time
- When objections occur, quickly determine what to do
Exhibit 11-1: When Objections Occur, Quickly Determine What To Do

1. Prospecting
2. Preapproach
3. Approach
4. Presentation
   - Participation
   - Proof
   - Visual aids
   - Persuasive communication
   - Demonstration
   - Dramatization
5. Trial close
6. Determine objections
7. Meet objections
8. Trial close
9. Close
10. Follow-up
Basic Points to Consider in Meeting Objections

- ________ for objections
- Anticipate and forestall
- Handle objections as they _______ – postponement may cause a negative mental picture or reaction
- Be ___________
- ________ – hear them out
Basic Points to Consider in Meeting Objections, cont...

- Understand objections
  - Request for information
  - A condition (negotiation can overcome a condition)
  - Major or minor objection
  - Practical or psychological objection
    - A real objection is tangible
    - The salesperson must uncover hidden objectives and eliminate them
Exhibit 11-2: What Does a Prospect Mean by an Objection?

Is the prospect’s response a...

- Request for more information?
- Condition?
- True objection?
- Hopeless objection?

- Major?
  - Practical?
  - Psychological?

- Minor?
  - Practical?
  - Psychological?
**Exhibit 11-3: Examples of Objections**

<table>
<thead>
<tr>
<th>Practical</th>
<th>Psychological</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>Resistance to spending money</td>
</tr>
<tr>
<td>Product is not needed</td>
<td>Resistance to domination</td>
</tr>
<tr>
<td>Prospect has an overstock of your or your</td>
<td>Predetermined beliefs</td>
</tr>
<tr>
<td>competitor’s products</td>
<td>Negative image of salespeople</td>
</tr>
<tr>
<td>Delivery schedules</td>
<td>Dislikes making a buying decision</td>
</tr>
</tbody>
</table>
Salespeople often encounter the same objections from customer to customer.

After a sales call, ask yourself:
- What were the objections?
- How did I handle them?
- How should I handle them next time?

Be prepared for the same objection to arise again!
Once Again! What Are Objections?

- Opposition or Resistance to:
  - Information
  - The salesperson’s request
Exhibit 11-4: Six Major Categories of Objections

1. Hidden objections
2. Stalling objections
3. No-need objections
4. Money objections
5. Product objections
6. Source objections
How Do You Handle Sales Objections?

- The sales objection may:
  - Ask for information
  - Give strong resistance

- Remember you want to help the person
Salespeople Need To Be Good Communicators, but How?

- Handling objections can be challenging
  - Done incorrectly, you may appear rude
  - Done correctly, you appear professional
There Are Time-Honored Communication Techniques that Can Help You to:

- Be a good communicator
- More effectively help others
Exhibit 11-7: Techniques for Meeting Objections

1. The dodge
2. Pass up
3. Rephrase as questions
4. Postpone
5. Boomerang
6. Ask questions
7. Denial
8. Indirect denial
9. Compensation
10. Third party
Techniques for Meeting Objections

- The _________ neither denies, answers, nor ignores
- Don’t be afraid to _________ up an objection
- Rephrase an objection as a _________ (Exhibit 11-8)
- _________ objections is sometimes necessary
- Send it back with the _________ method
- Ask questions to smoke out objections
  - _______-question sequence (Exhibit 11-10)
## Exhibit 11-8: Examples of Rephrasing Objections as a Question

<table>
<thead>
<tr>
<th>Facts Are Incorrect</th>
<th>Facts Are Incomplete</th>
<th>Facts Are Correct</th>
<th>Based on Bad Personal Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledge viewpoint.</td>
<td>Acknowledge their viewpoint.</td>
<td>Acknowledge their viewpoint.</td>
<td>Thank the prospect for telling you.</td>
</tr>
<tr>
<td>Rephrase objection.</td>
<td>Rephrase the objection.</td>
<td>Rephrase the objection.</td>
<td>Acknowledge their viewpoint.</td>
</tr>
<tr>
<td>Obtain agreement.</td>
<td>Obtain an agreement.</td>
<td>Obtain an agreement.</td>
<td>Rephrase the objection.</td>
</tr>
<tr>
<td>Answer question providing information supported by proof—a third party.</td>
<td>Answer the question by providing the complete facts.</td>
<td>Answer the question, outweigh it with benefits.</td>
<td>Obtain an agreement.</td>
</tr>
<tr>
<td>Ask for their present viewpoint.</td>
<td>Ask for a present viewpoint.</td>
<td>Ask for a present viewpoint.</td>
<td>Answer the question.</td>
</tr>
<tr>
<td>Return to the selling sequence.</td>
<td>Return to the selling sequence.</td>
<td>Return to the selling sequence.</td>
<td>Return to the selling sequence.</td>
</tr>
</tbody>
</table>
Exhibit 11-10: Five-Question Sequence
Method of Overcoming Objections

1. **Question 1:** There must be some good reason why you’re hesitating to go ahead now. Do you mind if I ask what it is?

2. **Question 2:** In addition to that, is there any other reason for not going ahead?

3. **Question 3:** Just supposing you could convince yourself that... Then you’d want to go ahead with it? [If positive response, go back to selling; if negative response, go to Question 4.]

4. **Question 4:** Then there must be some other reason. May I ask what it is? [After a response, return to Question 2. You can go directly to Question 5 or complete the sequence one or two more times before going to Question 5.]

5. **Question 5:** What would it take to convince you?
Techniques for Meeting Objections, cont...

- Use direct denial tactfully
- The indirect denial works
- Compensation or counterbalance method
- Let a third party answer
Technology Can Effectively Help Respond to Objections!

- Data stored in handheld computers or laptops, or obtained using a telephone modem or satellite transmission, can provide information to overcome buyer’s objections.
Let’s Talk About the Trial Close!
What Does the Trial Close Do?

- Does it ask for the order?
- Does it ask for an opinion?
Yes, the Trial Close Asks For An:

- Opinion or feedback about what was just said or shown
The Trial Close Is a Powerful Communication Technique that Can Produce:

- Two-way communication
- Participation from the other person
A Challenge!

- Use the trial close in normal conversation to:
  - Improve your communication
  - Stimulate others to participate in the conversation

- Simply ask an occasional opinion-type question:
  - “Is that a good place to eat?”
  - “What did you think about the movie?”
  - “How does that sound to you?”
Let’s Review! When Is It Time to Use a Trial Close?

- After making a ____________ selling point in the presentation
- After the ____________ but before the __________
- After answering an __________
- Immediately ____________ you move to close the sale
Let’s Review! What Does the Trial Close Allow You to Determine?

- Whether the prospect likes your product’s FAB – the strong selling point
- Whether you have successfully answered the objection
- Whether any objections remain
- Whether the prospect is ready for you to close the sale
Why Do You Use a Trial Close After Answering an Objection?

- To see if you have answered the objection!
What is an Example of a Trial Close Used to Respond to an Objection?

- “Does that answer your question?”
- “With that question out of the way, we can go ahead – don’t you think?”
Once You Have Satisfactorily Responded to the Objection, What Should You Do Next?

- Make a smooth transition back into your presentation
  - “As we were discussing…”
- Move to close the sale if you have completed your presentation
- Move to close again if objection was after a close
If you Cannot Overcome the Objection, What Are Three Alternatives to Consider? (#1)

Return to presentation concentrating on new or previously discussed FABs of your project.
If you Cannot Overcome the Objection, What Are Three Alternatives to Consider? (#2)

- Admit it
- Compensate for it by showing how your product’s benefit(s) outweigh the disadvantage(s)
If You Cannot Overcome the Objection, What Are Three Alternatives to Consider (#3)

- If 100% sure the customer will not buy
  - Go ahead and close
  - Always ask for the order
  - Allow the buyer to say “no” – don’t say it yourself
  - Your competitor(s) may not be able to overcome the objection(s) either
    - A competitor may make the sale because he/she asked for it
- Be professional, not pushy
- Leave the door open for a return visit
Prospect raises an ______ to the objection

Use a _____ close

Move into your ______

_____ the sale
If After Your Presentation You Received a Positive Response to Your Trial Close, What Would You Do?

Approach
↓
Presentation
↓
Trial Close
↓
Determine Objections
↓
Meet Objections
↓
Trial Close
↓
Close
If After Your **Presentation** You Received a **Negative Response** to Your **Trial Close**, What Would You Do?

- Approach
  - Presentation
    - Trial Close
      - Determine Objections
        - Meet Objections
          - Trial Close
            - Close
If After You Meet the Objection You Received a Positive Response to Your Trial Close, What Would You Do?

- Approach
  - Presentation
  - Trial Close
  - Determine Objections
    - Meet Objections
      - Trial Close
        - Close
If After You Meet the Objection You Received a Negative Response to Your Trial Close, What Would You Do?

- Approach
  - Presentation
    - Trial Close
      - Determine Objections
        - Meet Objections
          - Trial Close
            - Close
Let’s Review By Taking a Closer Look at the Interactions Within the Sales Presentation

Approach
↓
Presentation
↓
Trial Close
↓
Determine Objections
↓
Meet Objections
↓
Trial Close
↓
Close
In All Things Be Guided By the Golden Rule

- The reason to use the many communication techniques in this chapter is to serve others from your heart, not from your pocketbook.
Summary of Major Selling Issues

- Be prepared to logically and clearly respond to your prospect’s objections
- Basic points to consider in meeting objections
  - Plan for them
  - Anticipate and forestall them
  - Handle them as they arise
  - Listen to what is said
  - Respond warmly and positively
  - Make sure you understand
  - Respond using an effective communication technique
Summary of Major Selling Issues, cont...

- Objections are classified as hidden, stalling, no-need, money, product, and source.
- Objections help you determine if you are on the right track to uncover prospects’ needs and if they believe your product will fulfill those needs.
- Objections show inadequacies in a salesperson’s presentation or product knowledge.
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If it does not, you must move the mouse to the middle of the screen. When a hand icon appears the video is ready.

Click once anywhere on the screen to start video.

Click once during playback to pause/unpause video.

Press the space bar twice to stop video and continue presentation.

When video is over, click the next arrow to continue presentation.