

How to Easily Handle Sales Resistance and Objections

(Without Using Uncomfortable and Goofy Rebuttals)

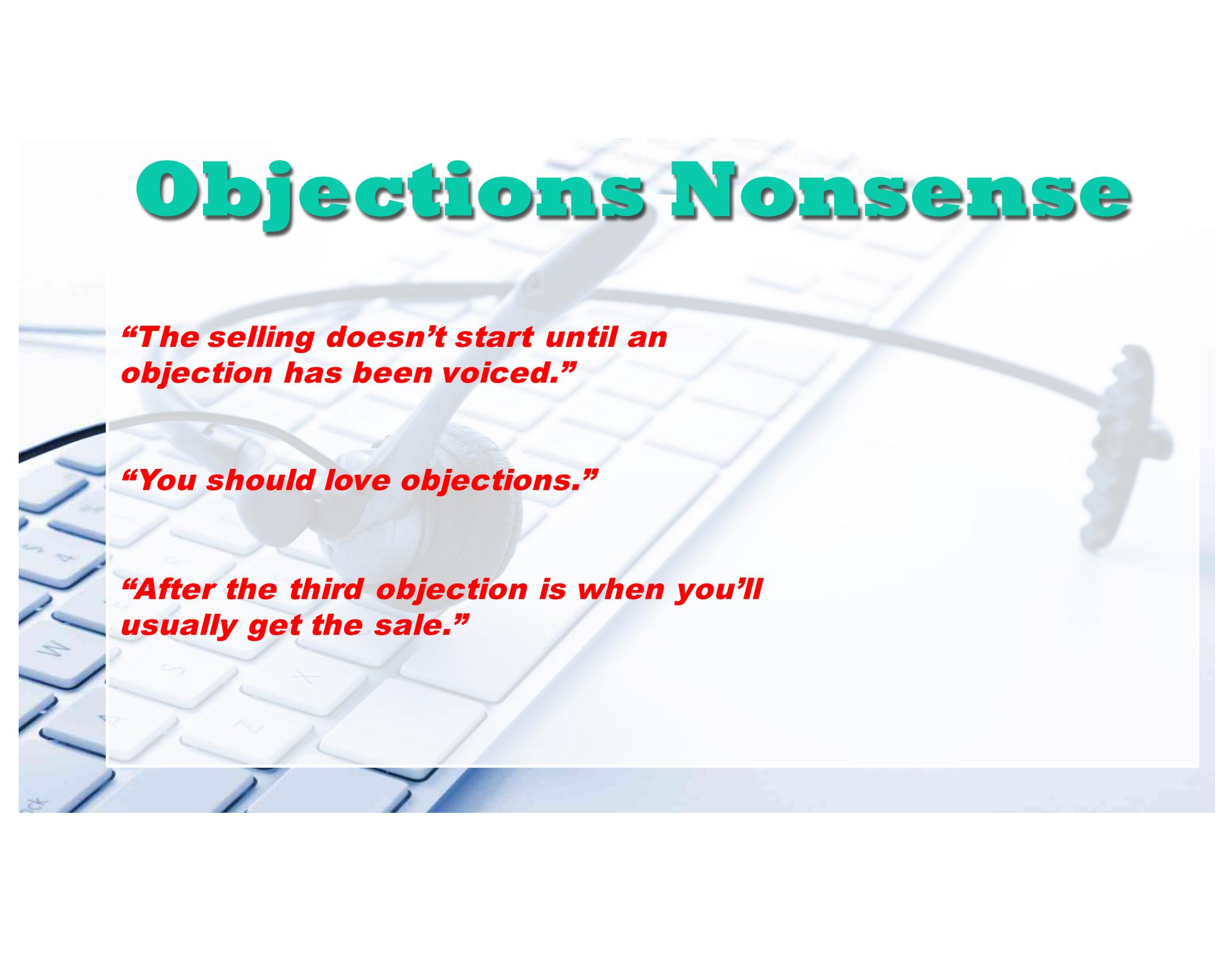


Presented By

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There's still time to invite friends and colleagues. Email and/or Tweet this link:
<http://SmartCalling.Training/objections>

Objections Nonsense



“The selling doesn’t start until an objection has been voiced.”

“You should love objections.”

“After the third objection is when you’ll usually get the sale.”

A white computer mouse with a cord is resting on a white keyboard. The background is a light blue gradient.

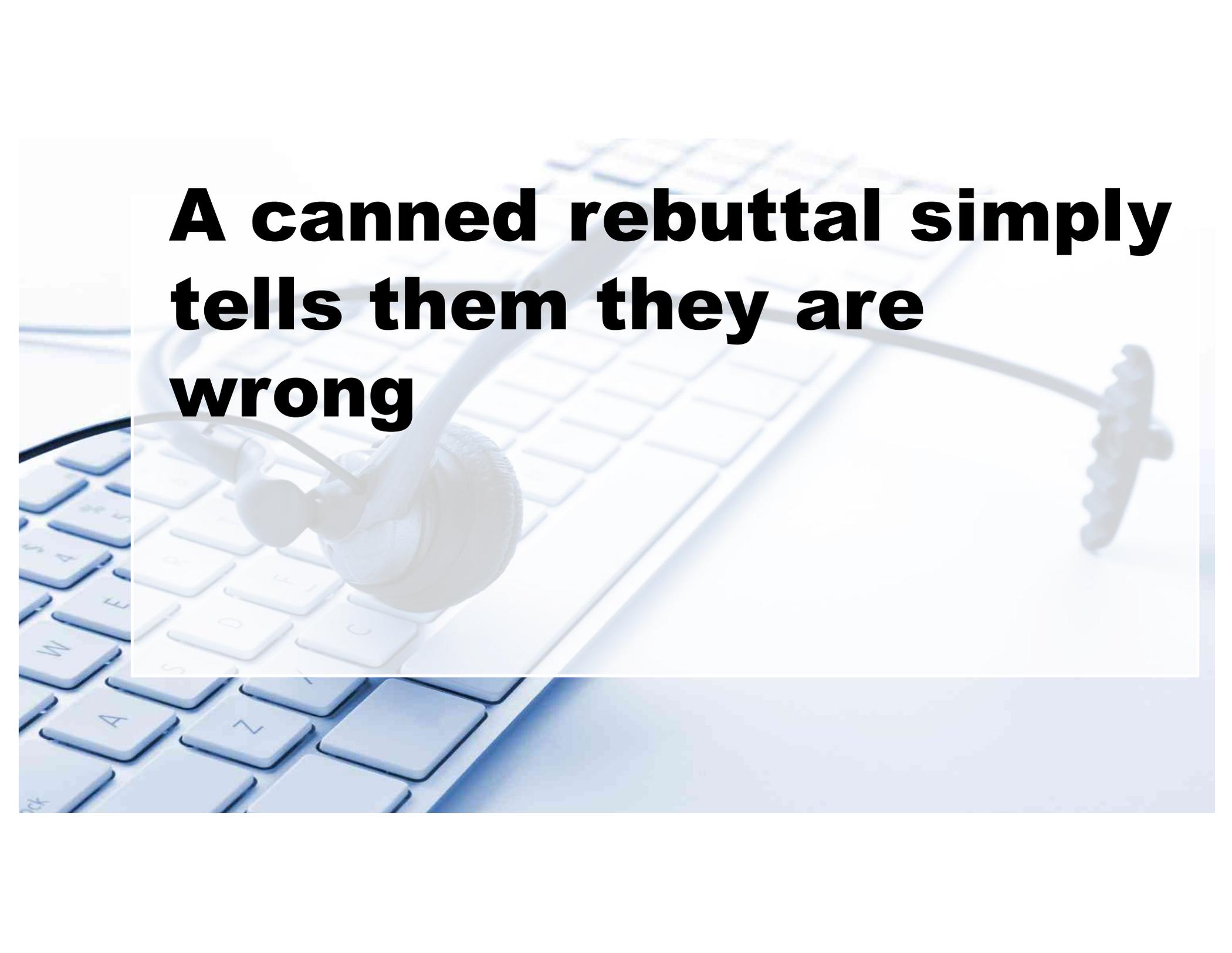
Objections are a sign that something broke down in the sales process up to this point.

No objections would mean perfection.

PREVENT them from coming up in the first place. Most objections are **CREATED** by salespeople who talk too much



When you hear an objection, you are not hearing the **problem, you are hearing a *symptom*.**

A white computer keyboard is shown from a low angle, with a white headset resting on it. The headset has two earpieces and a microphone boom. The background is a soft, out-of-focus light blue. The text is overlaid on a semi-transparent white rectangular area in the upper left portion of the image.

**A canned rebuttal simply
tells them they are
wrong**

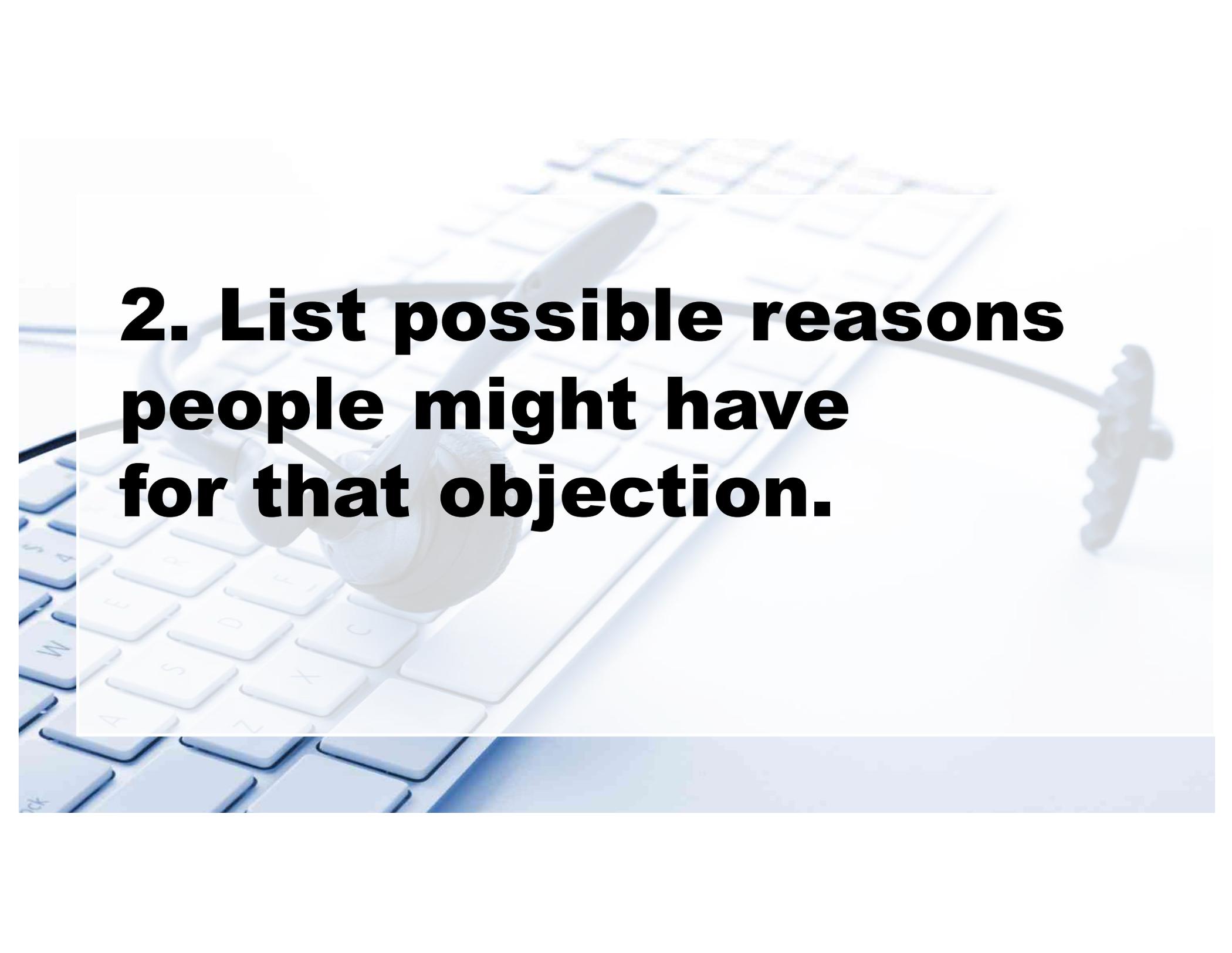
You'll never change anyone's mind by preaching at them.



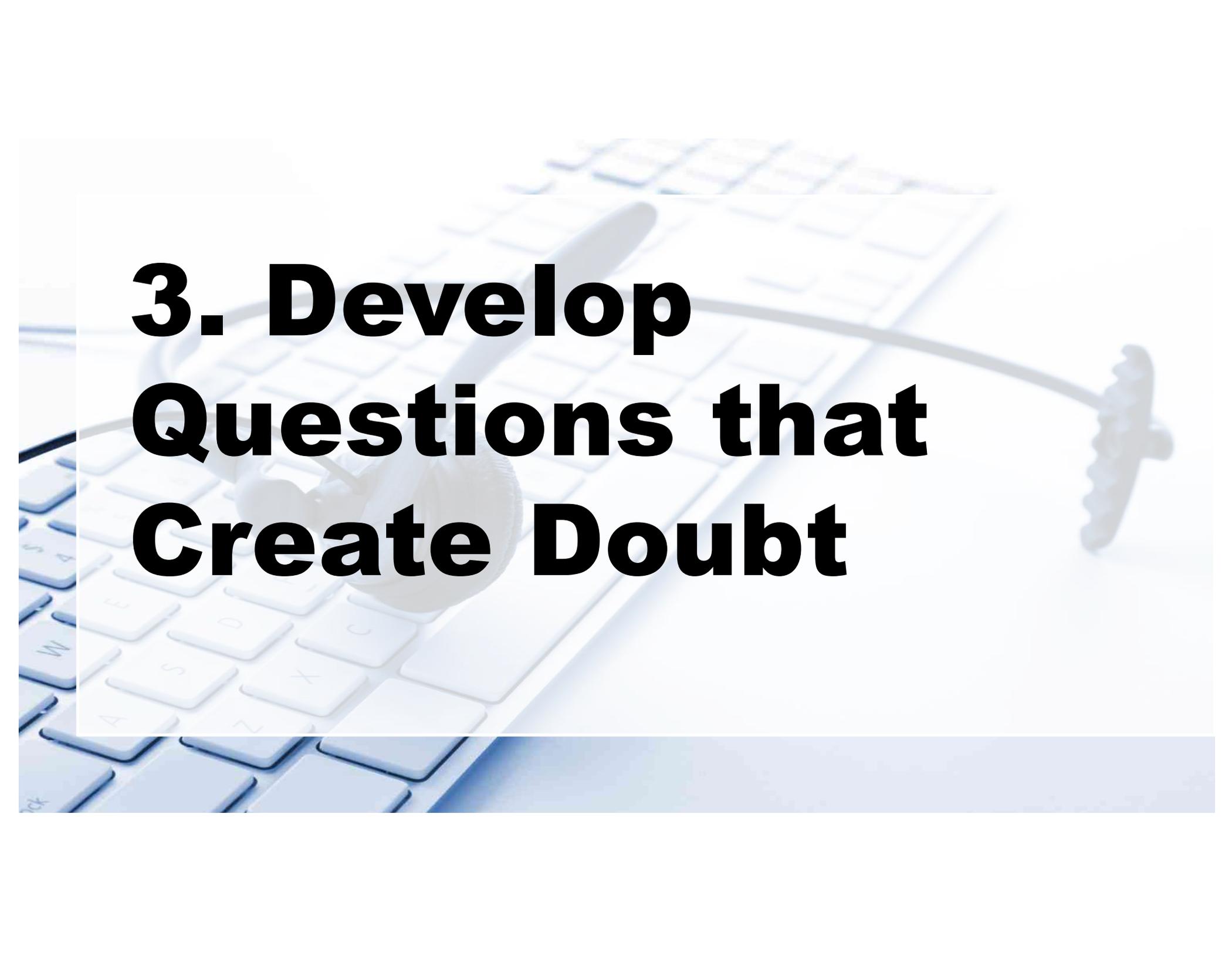
- 
- **The process for preparing For and dealing with ALL the objections you hear**
 - **Handling other form of resistance**
 - **More tips and techniques**

A white stethoscope is resting on a white computer keyboard. The stethoscope's chest piece is positioned over the 'C' and 'X' keys, and its earpieces extend towards the right side of the frame. The keyboard keys are clearly visible, including 'W', 'E', 'R', 'T', 'Y', 'U', 'I', 'O', 'P', 'A', 'S', 'D', 'F', 'G', 'H', 'J', 'K', 'L', 'Z', 'X', 'C', 'V', 'B', 'N', 'M', and 'Back'. The background is a soft, out-of-focus white.

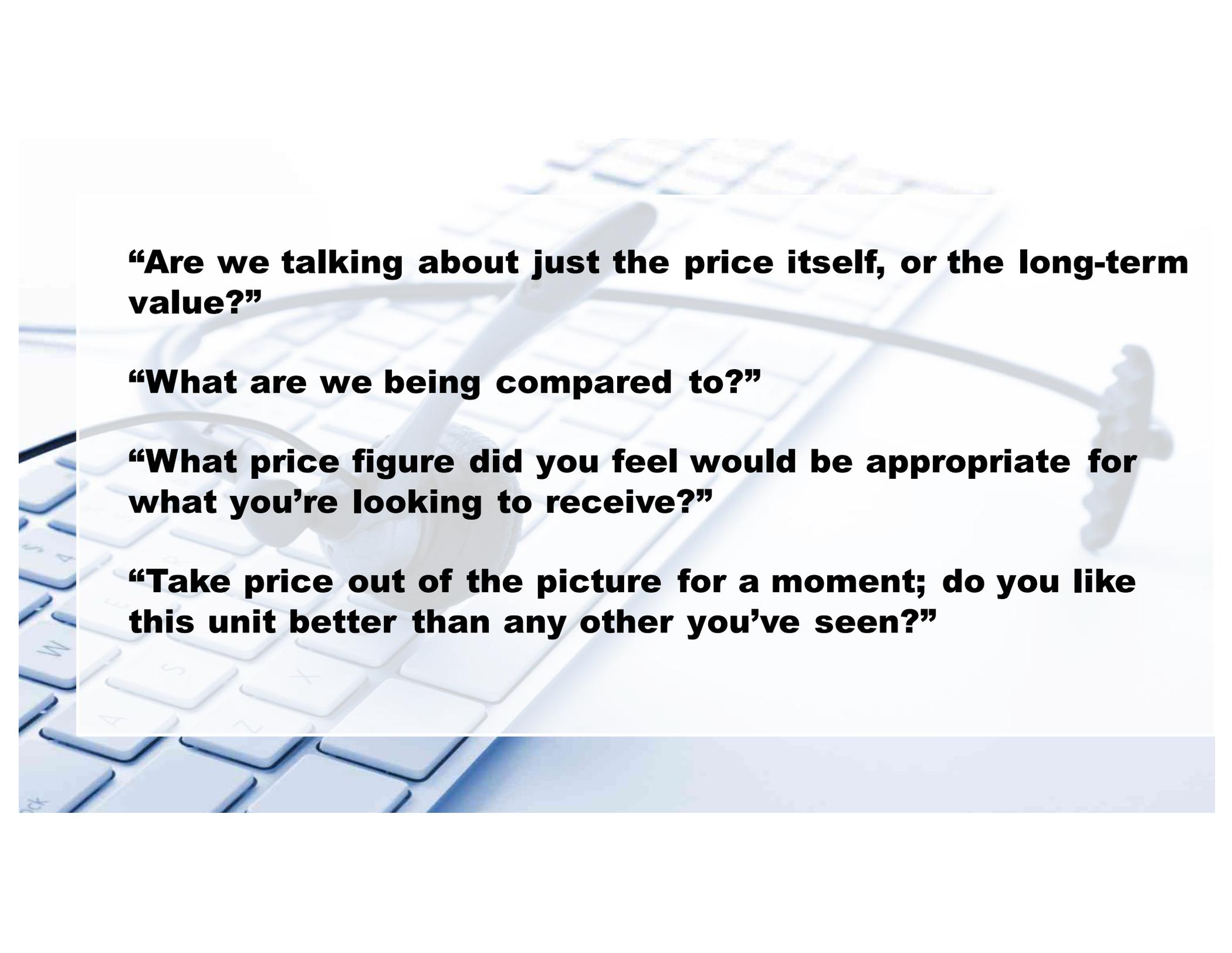
1. Write out a common objection

A white computer mouse with a cord is positioned on a white keyboard. The mouse is in the foreground, and the keyboard keys are visible. The background is a light blue gradient.

2. List possible reasons people might have for that objection.



3. Develop Questions that Create Doubt

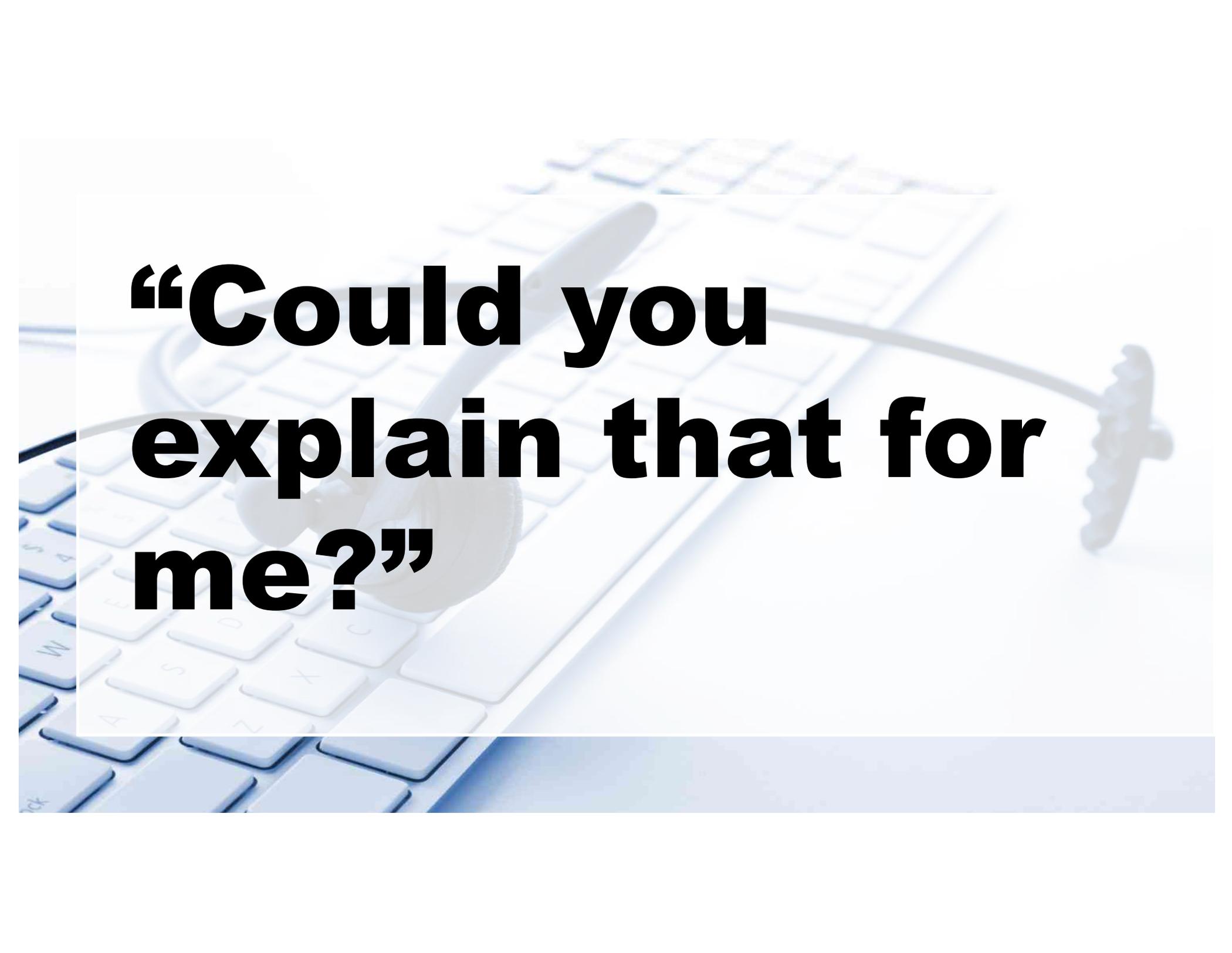


“Are we talking about just the price itself, or the long-term value?”

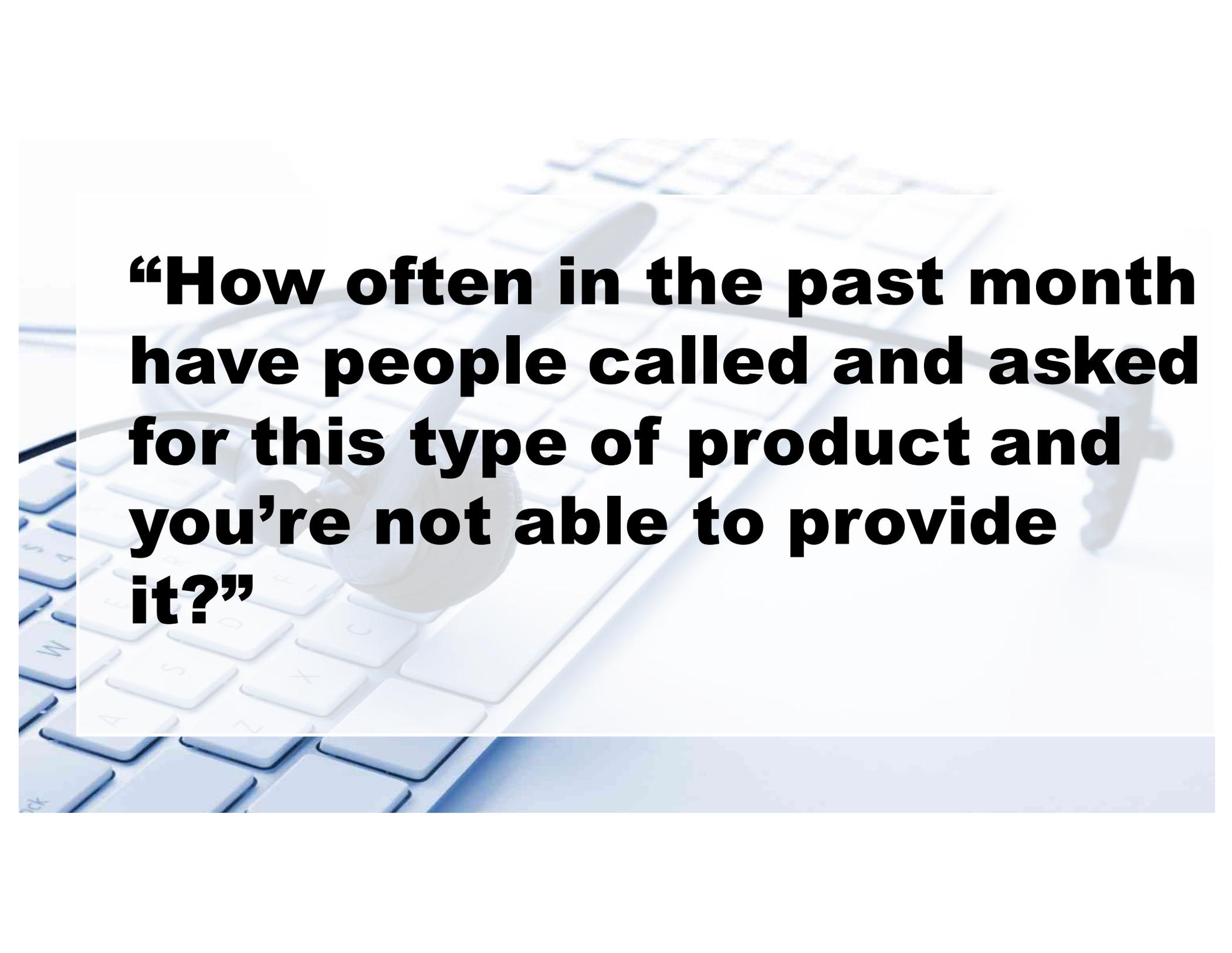
“What are we being compared to?”

“What price figure did you feel would be appropriate for what you’re looking to receive?”

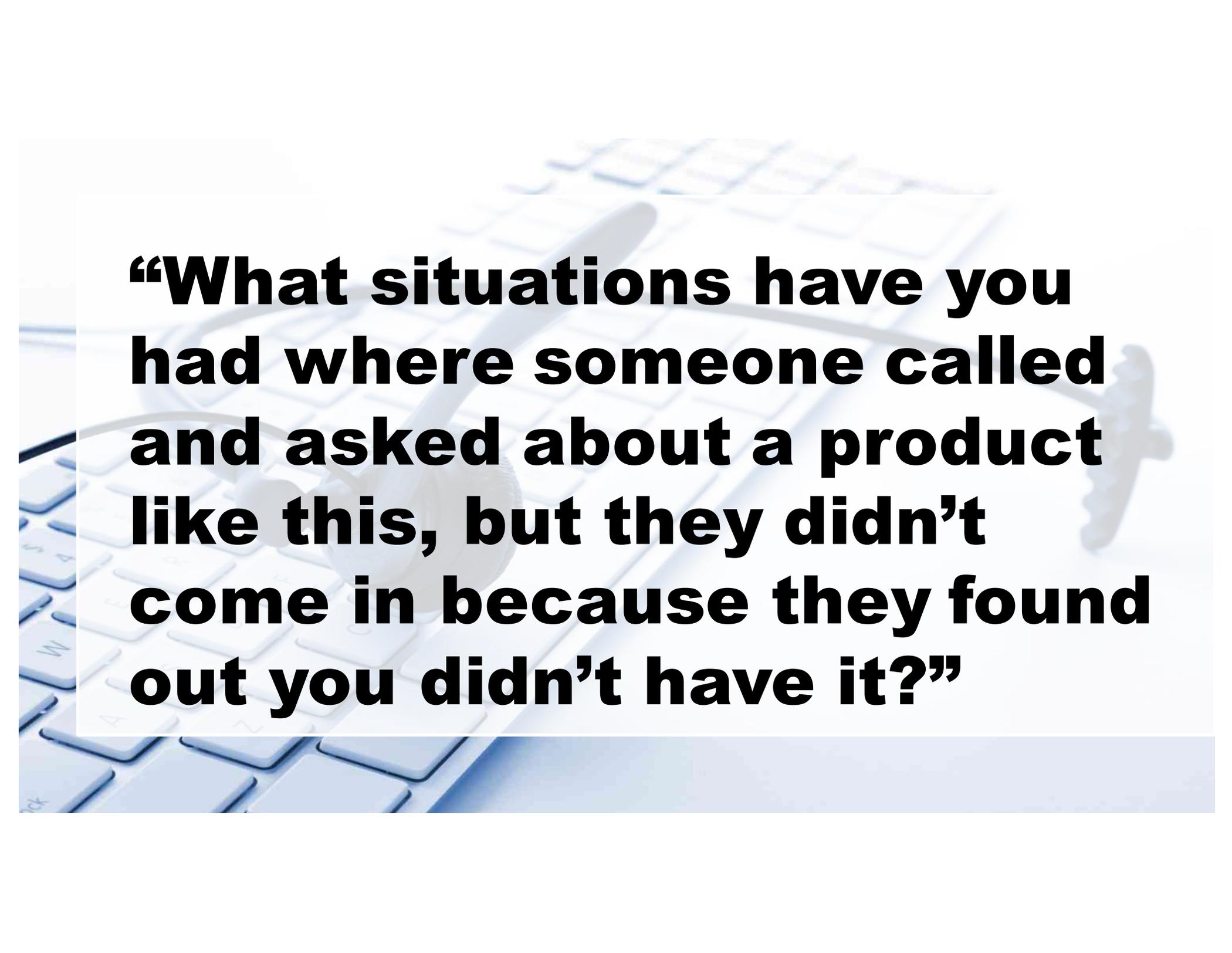
“Take price out of the picture for a moment; do you like this unit better than any other you’ve seen?”



**“Could you
explain that for
me?”**



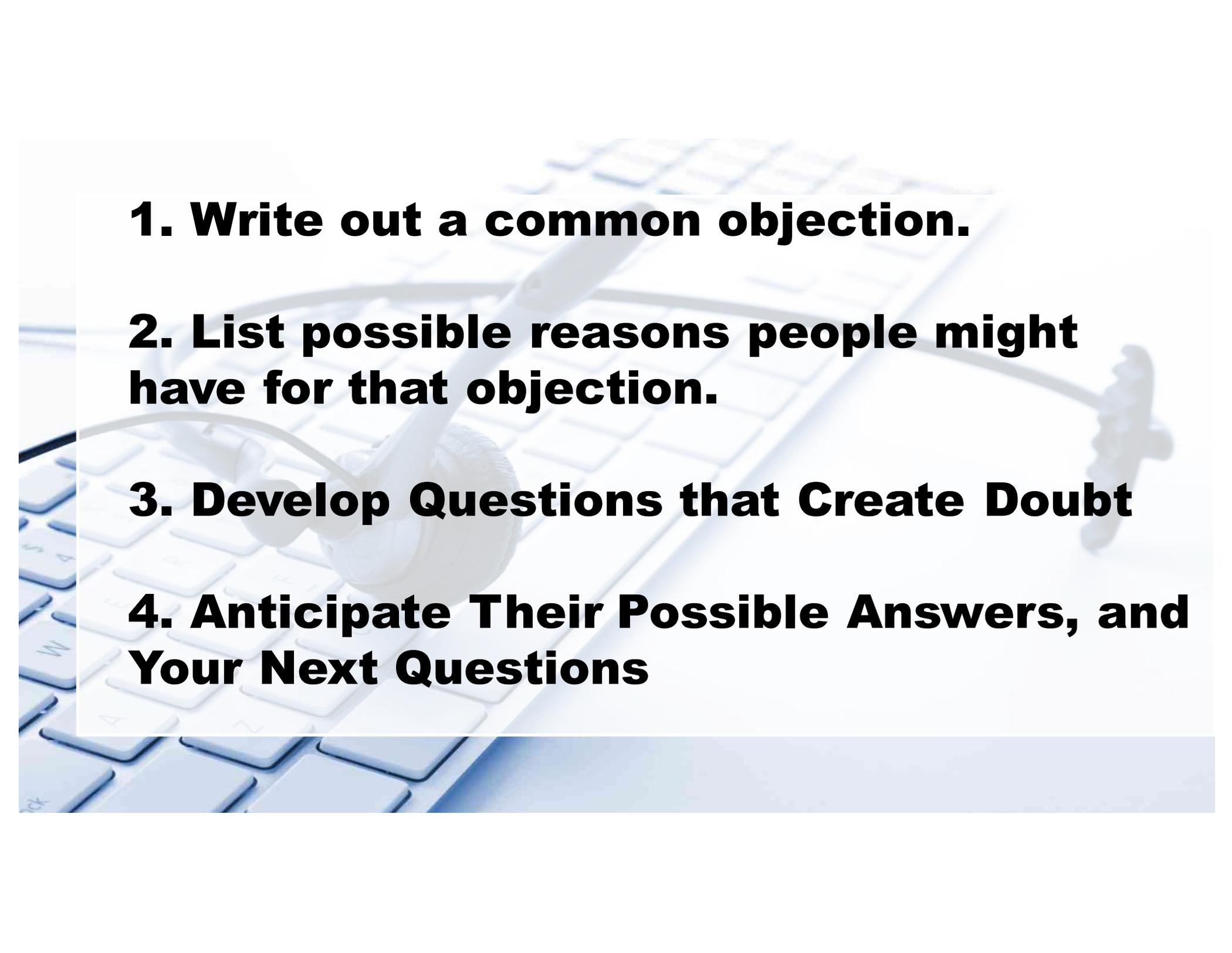
“How often in the past month have people called and asked for this type of product and you’re not able to provide it?”



“What situations have you had where someone called and asked about a product like this, but they didn’t come in because they found out you didn’t have it?”

A white computer mouse with a cord is resting on a white keyboard. The mouse is positioned in the center-left of the frame, and the keyboard keys are visible around it. The background is a light blue gradient.

4. Anticipate Their Possible Answers, and Your Next Questions



1. Write out a common objection.

2. List possible reasons people might have for that objection.

3. Develop Questions that Create Doubt

4. Anticipate Their Possible Answers, and Your Next Questions

A young man with dark hair, wearing a light blue and white striped button-down shirt, is smiling broadly while talking on a black mobile phone. He is holding the phone to his left ear with his right hand. His right hand is also raised in a gesture, with fingers slightly spread. The background is a blurred office or indoor setting with windows.

The Objection- Handling Process

Softening Statements

“I see.”

“I understand.”

“Not a problem.”

“Let’s talk about that.”

“Let’s discuss that . . .”

Softening Statements

“That’s an interesting point. Let me get a good understanding of it ...”

“Tell me more about that . . . “

“I’m pretty sure I can answer that. Let’s go through some of the reasons behind it.”

“Let’s address that question.”

“Ok, I can see that.”

Isolating the Real Reason

“Let’s take that out of the picture. Would we be the ones you’d choose?”

“Let’s look at this a different way. Looking at us compared to the others, what would you say would be the more comprehensive choice for you?”

“If you didn’t use that as one of your criteria, would we be the ones you’d choose?”

Isolating the Real Reason

“If we completely took that out of the discussion, then where would we be?”

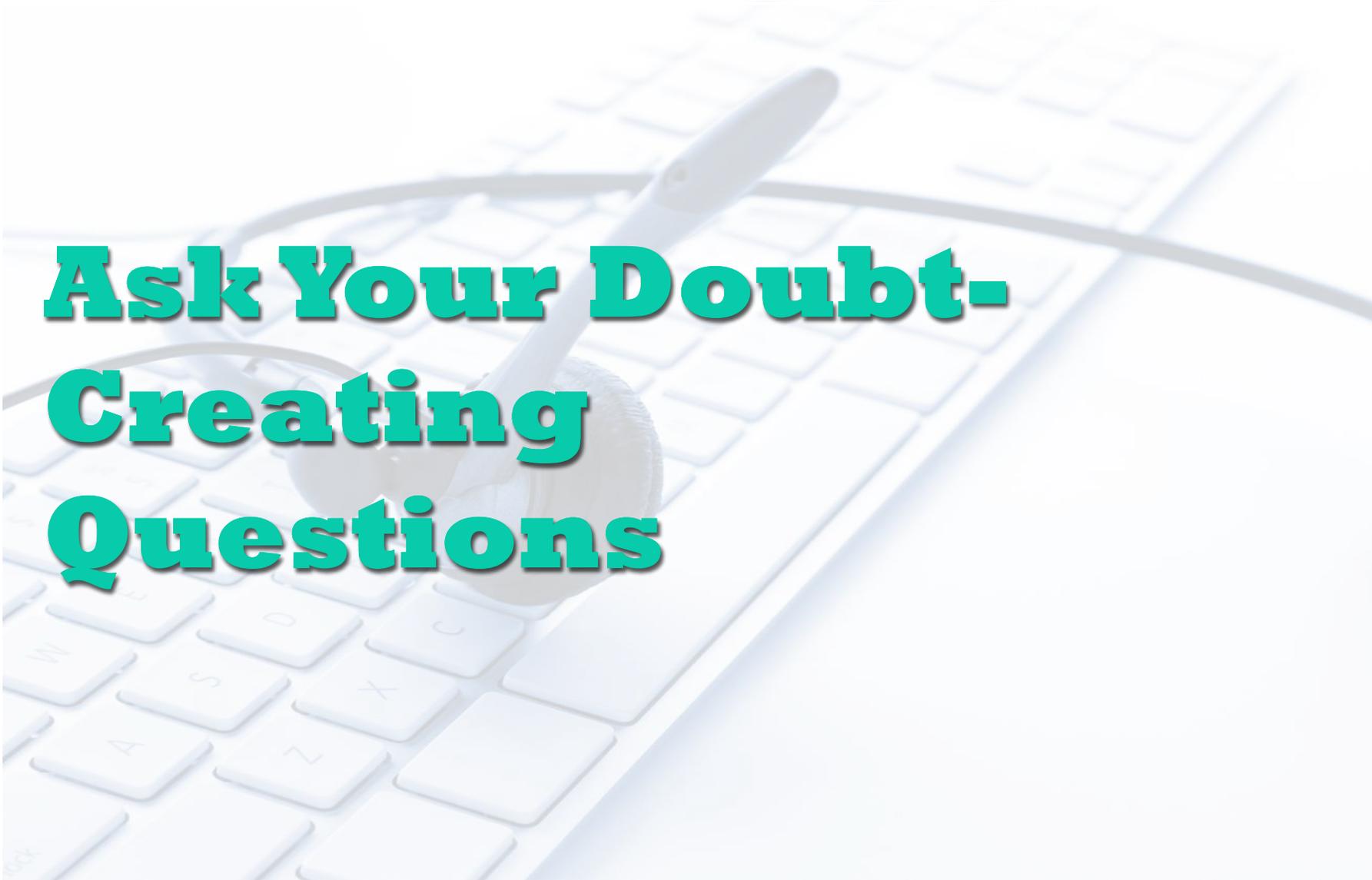
“Can we narrow your reason for not choosing us to this one issue?”

“Other than that, is there any other issue that’s holding you back?”

Isolating the Real Reason

“If I understand what you’re saying, if it weren’t for this, you’d move forward, is that right?”

“Let’s be sure we’re talking about the same issue here. You’d get our program, it’s just _____ that’s holding you back, is that right?”



**Ask Your Doubt-
Creating
Questions**



**Get a
Micro-Commitment**

“Are you **open to an **idea**?”**

Recommendation, Ask for Commitment

“So Mike, based on the math we just did here, it looks like your total cost of ownership would be less with our system, since you feel it will give you a greater return over the longer life of unit, and you won’t have the out-of-pocket maintenance expenses. Given all of that, let’s go ahead and move forward with it.”

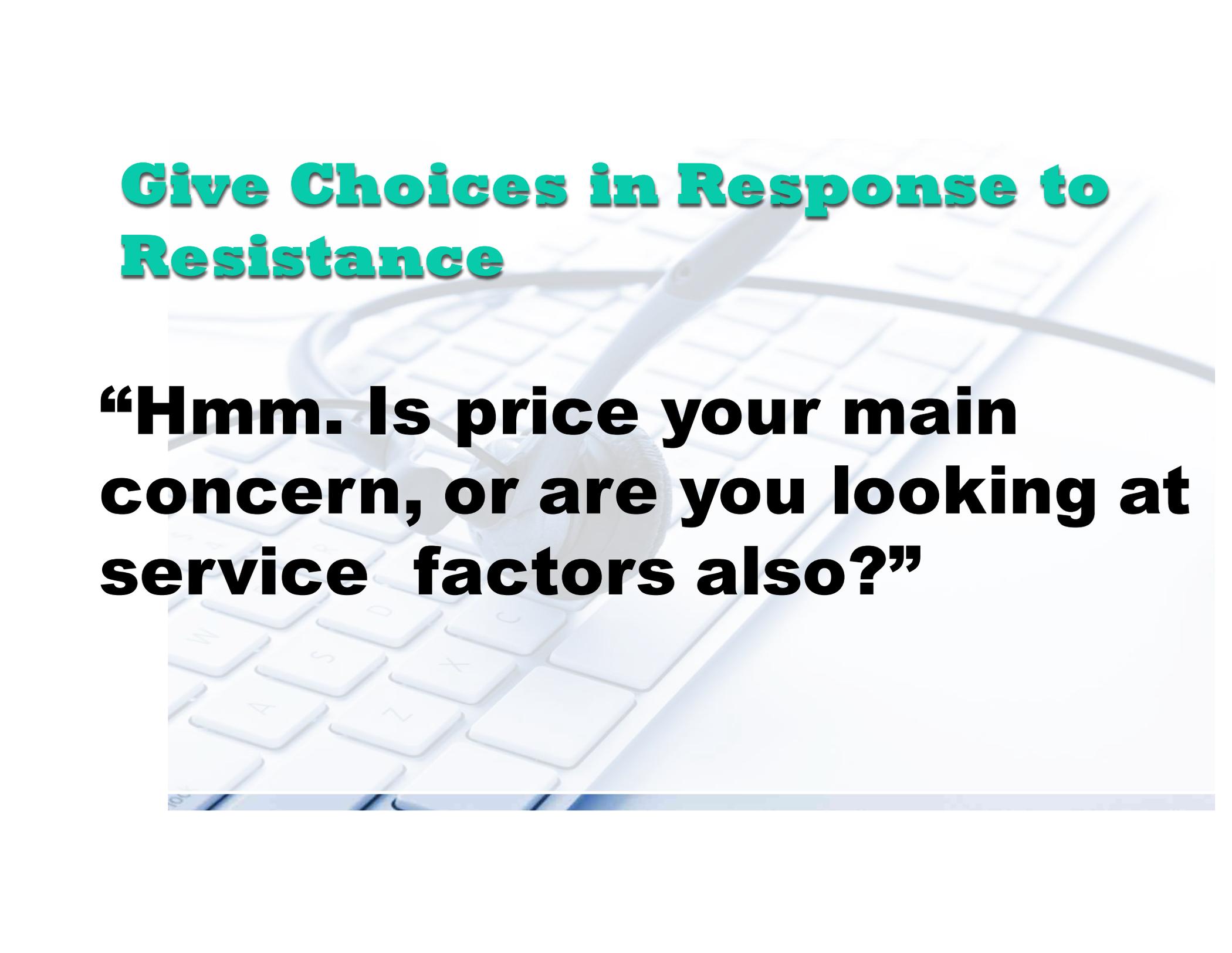
Give Choices in Response to Resistance

“I see. Is it that you’re locked in to a contract, or that you’ve not found a better value yet?”

“Is it the quality you’re getting there, or the service that you like best?”

Give Choices in Response to Resistance

“Is it because there’s something that needs to happen before you buy, or that you don’t see enough value in acting right away?”



Give Choices in Response to Resistance

“Hmm. Is price your main concern, or are you looking at service factors also?”

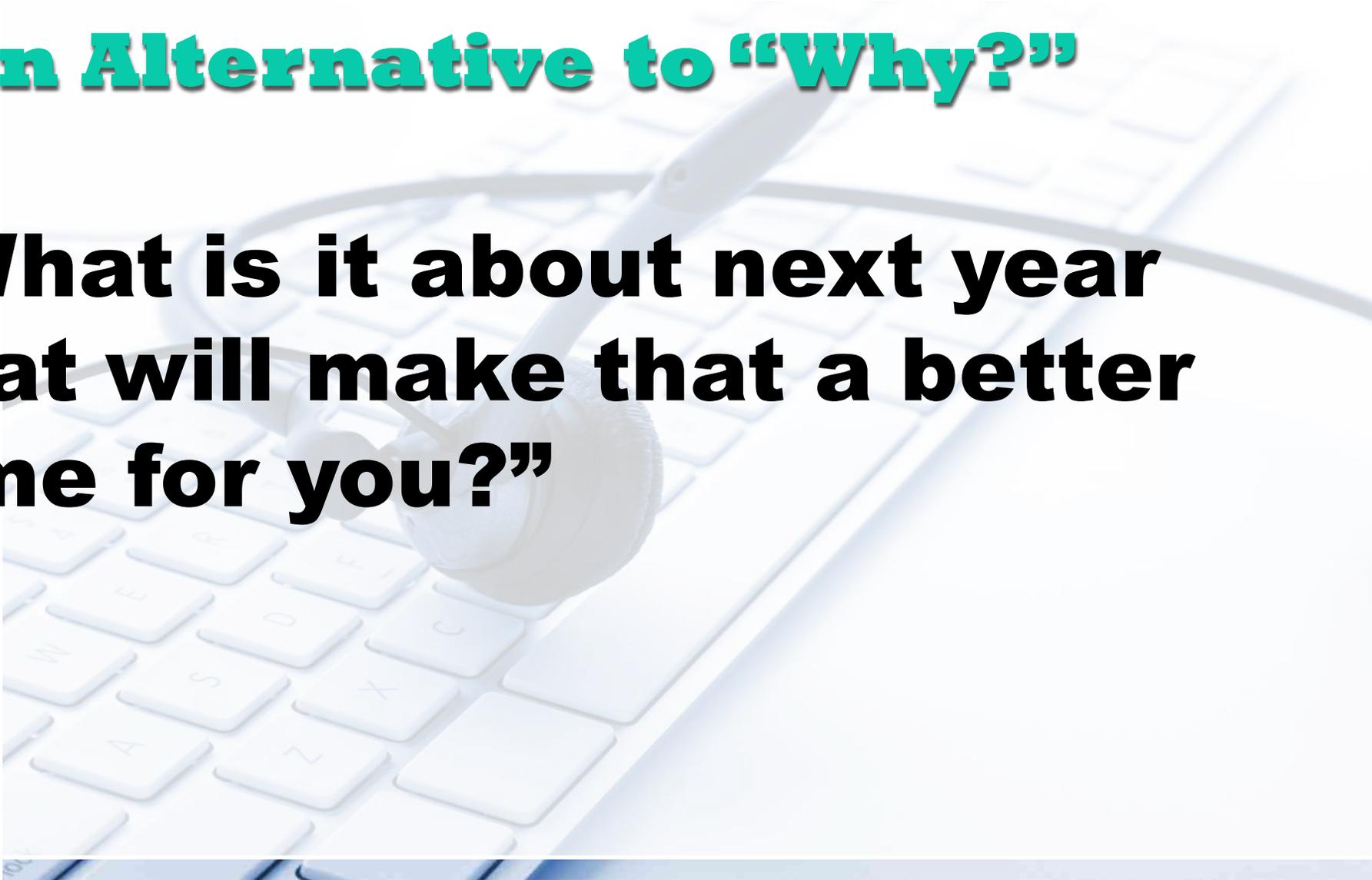
An Alternative to “Why?”

“I see. What were some of the factors considered in reaching that conclusion?”

“What led to that decision?”

An Alternative to “Why?”

“What is it about next year that will make that a better time for you?”

A white computer mouse with a scroll wheel is positioned on a white keyboard. The background is a soft, out-of-focus image of the keyboard and mouse, creating a clean and professional aesthetic.

Handling Early Resistance On Your Calls



Resistant Reflex Responses



Responding to the RRR

- 1. Use one of the Softening Statements we used earlier**
- 2. Ask a question, which is the pattern interrupt.**

The “Zuck” Question

“Would anything change that?”

The “Zuck” Question

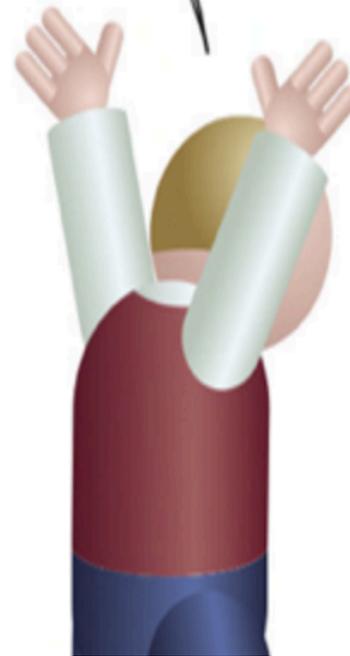
“What would change that?”

“What would have to happen in order to change that?”

Price Resistance

25 cents

\$10 million



Price Resistance

- **Pause**
- **Have your own statement—
not excuse-- ready**

Handling Stalls and Delays





**“Nothing
will kill a
deal like
time”**

Why they Delay

They might actually need more time

They have no intention of EVER buying

They don't see enough urgency in acting now

“So what you’re saying is that my proposal is what you want to go with. All you need at this point is to write up the justification so you can present it to the acquisitions manager and get the funds, right?”

“What concerns do you still have?”

“What’s causing you to hesitate?”

“What questions are still unanswered for you?”

“What are you still unsure of?”

“What is it that you’re planning to consider?”

“Is it the ____ that’s holding you back?”



Plant a seed for a call back

“Pat, the next time you find yourself in an emergency without replacement parts when you need them, we’d be able to help. Since we stock over 30,000 parts we’re likely to find what you need within minutes. Will you call us?”

“Keep in mind that we’re the company that’s known for having a pool of licensed tradespeople on call for temporary jobs, so when you find yourself with more work than you can handle, we’re the ones to call. Would you do that?”

**Bring up
the
objection
before
they do**



“I bet you are asking yourself...”

“You might be wondering...”

“If you are concerned about ...”

**Confuse
Them**





**FOCUS ON THEIR REASONS FOR
WANTING TO BUY, NOT THE
RESISTANCE**

“Ok, let’s talk about that. Let’s first go through what you’ve identified as the reasons for wanting our program.”



**Don't create or
invite objections**

**“Would you say we’ll NEVER do
business together?”**

**Create questions to highlight
your advantages over your top
five competitors**

“Tell me more about that.”

**“What would happen if you
did nothing?”**

“Just suppose the money was in the budget. Would you go with it then?”

“What other expenses have you considered in the long-term if you went with the lower-price alternative?”

“How much would you have to increase sales to generate the same NET profit as the savings we’d provide over a year?”

**“I’ll be happy to. Let’s say
you like what you see. What
will happen next?”**

“What have you done in other situations where there was something you wanted that could help your department, but it wasn’t budgeted? How did you get it?”

**“What will you be looking
for?”**

“I’ll be happy to. What will make that a better time for you?”



Thank You!

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