

# How to Easily Handle Sales Resistance and Objections

*(Without Using Uncomfortable and Goofy Rebuttals)*



**Presented By**

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<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 keyboard is shown from a slightly elevated angle. A white headset with a microphone is resting on the keyboard. The background is a soft, out-of-focus light blue.

**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 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 close-up, slightly blurred photograph of a white computer keyboard. A white pen is resting diagonally across the keyboard, with its tip pointing towards the top left. The background is a soft, out-of-focus white. A semi-transparent white rectangular box is overlaid on the left side of the image, containing the text.

**1. Write out a common objection**

A close-up, slightly blurred photograph of a white computer keyboard. A white pen with a textured grip is resting diagonally across the keyboard, with its tip pointing towards the bottom right. The text is overlaid on the left side of the image.

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



# **3. Develop Questions that Create Doubt**

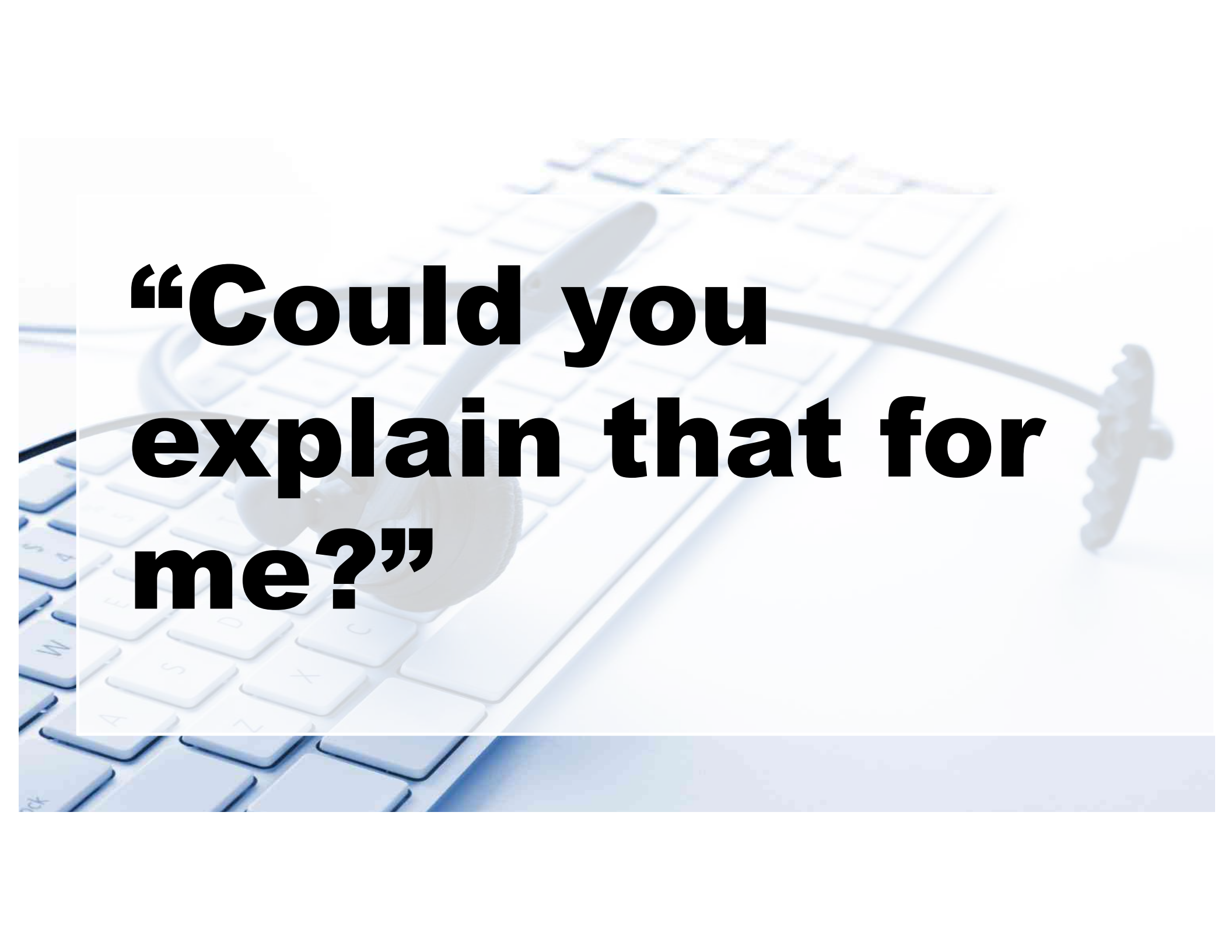


**“Are we talking about just the price itself, or the long-term value?”**

**“What are we being compared to?”**

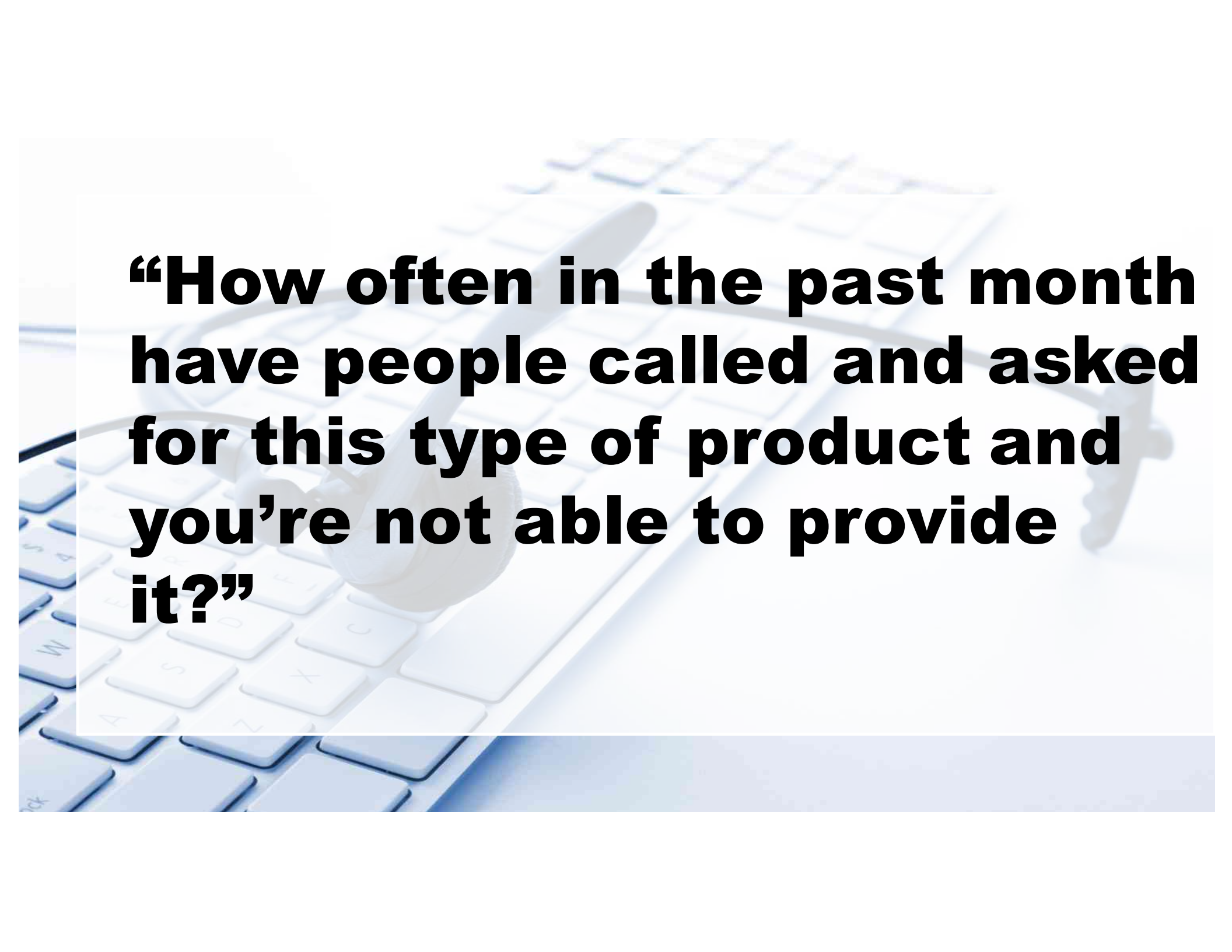
**“What price figure did you feel would be appropriate for what you’re looking to receive?”**

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



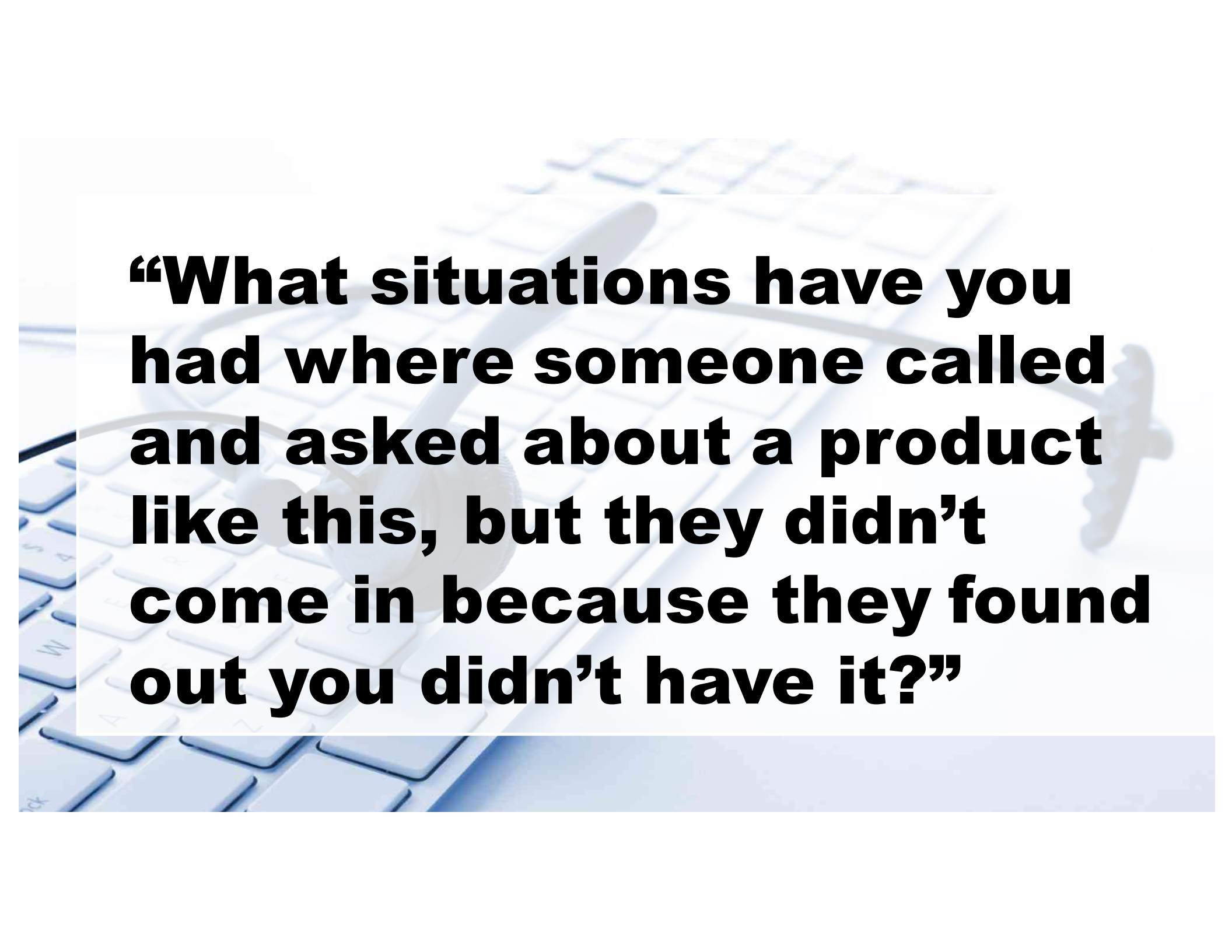
**“Could you  
explain that for  
me?”**





**“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?”**





**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 holding a black smartphone to his ear. His eyes are squinted in a happy expression, and his hand is raised with fingers slightly spread. The background is a blurred indoor setting with light coming from a window.

# **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?”**

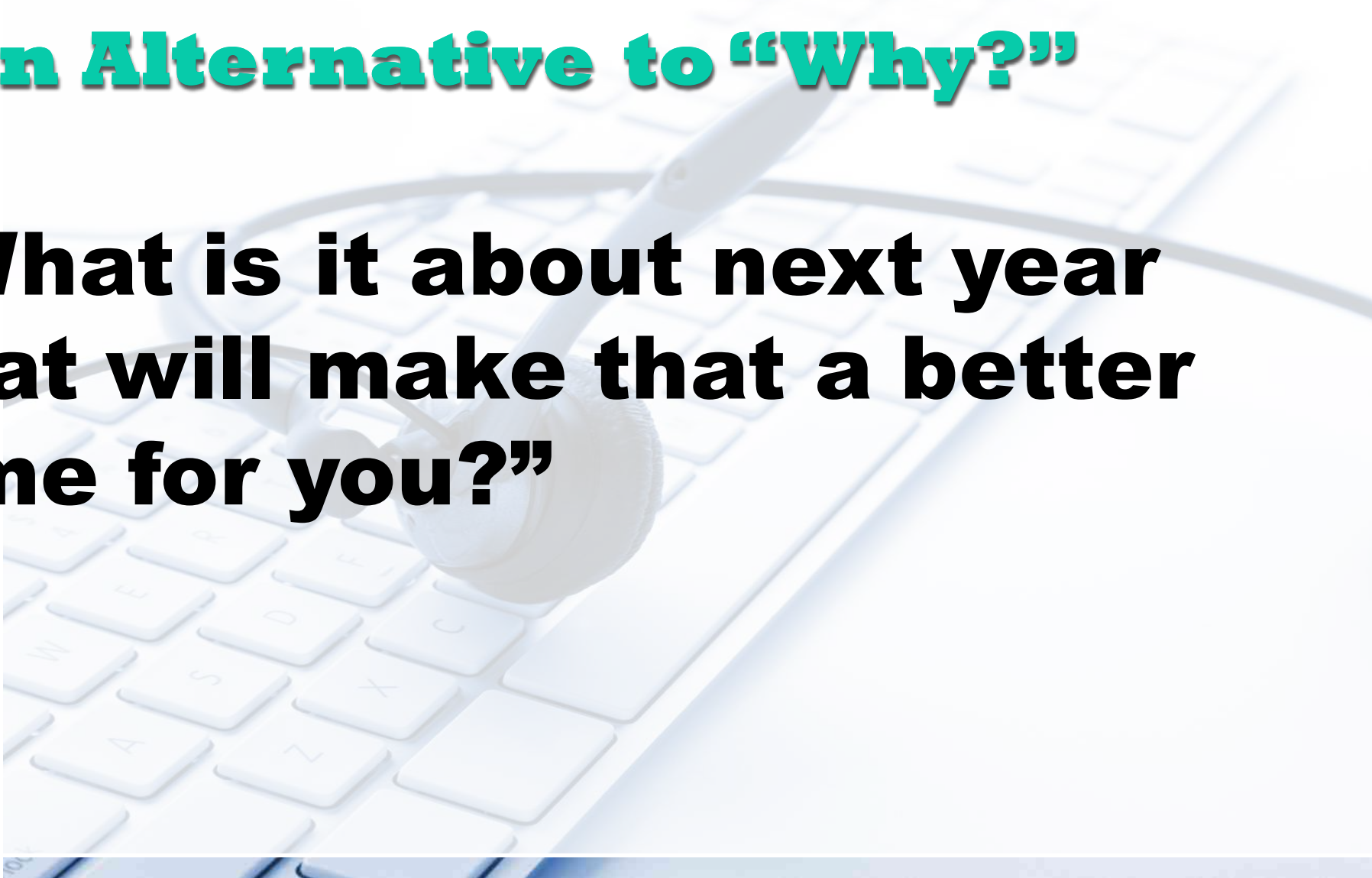
## **An Alternative to “Why?”**

**“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?”**



# 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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