

Sales Success Basics Training Module 5 “Overcoming Objections”

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Overcoming Objections

- Objections are a normal, natural and unavoidable part of the sales process.
- Nonetheless, most salespeople become discouraged and disheartened when the prospect begins to object to their offering.
- The fact is that prospects today are bombarded by thousands, of commercials.
- As a result, they are skeptical, suspicious and careful with their time and money.

Overcoming Objections

- In this module you will learn some of the key questions and responses that you need to effectively answer any objection that your prospect may ask.
- Rule #1: there are no sales without objections of some kind.

Overcoming Objections

- You should always remember:
 - a) Objections are good, they indicate Interest in your product or service.
 - b) Objections indicate that you have touched an emotional nerve.
 - c) Successful sales have twice as many objections as unsuccessful sales.

Overcoming Objections

- The law of Six is one of the most powerful principles you can use for identifying and overcoming objections.
- The number of objections to your product or service, whatever it is, is limited to no more than “Six.”
- You must first determine what your Six “Major Objections” may be?
- Ask yourself this question: ***“I could make a sell to everyone of my prospects if they just did not say...”*** Make a list of all the objections you get in a month and divide them into six categories.

Overcoming Objections

- Develop “bullet proof” answers to every common objection.
- The key question in answering objections is, ***“Why don’t my prospects buy from me?”***

Exercise

- Write the three best answers to these questions:
- What are the most common objections you hear as reasons for not buying your product or service?
- Complete this sentence: ***“I could sell to every one of my qualified prospects as long as they just did not say.....”***

Overcoming Objections

- There are Four specific times when it is appropriate to deal with objections:
- Immediately as soon as the objection comes up, especially if your integrity or quality of your product or service is questioned.
- During the presentation when the objection naturally comes up.
- Later always delay or defer an objection, until an appropriate time.
- Never some objections are merely knee-jerk responses and do not need to be answered.

Overcoming Objections

- Use the “Preemptive Strike Method” to deal with common objections.
- “Anticipate” the objection, knowing the prospect is going to bring up sooner or later.
- You bring up the objection before the prospect does.
- Always make your best effort to answer the objection clearly and straight forward so that it is out of the way.

Overcoming Objections

- Treat objection's as a request for more information.
- Compliment the objection say something like;
“That’s a good question!”
- Keep in mind every prospect will have key objections that you must be able to answer.
- Try your best not to over anticipate and allow the prospect to raise their objection and you will hear it completely and be patient.

Overcoming Objections

- There are strategies you can use for answering objections effectively.
- You can say, “***Obviously, you have a good reason for saying that, do you mind if I ask what it is?***”
- Always answer an objection with a question rather than an answer.
- You can ask, “**How do you mean?**”

Overcoming Objections

- Utilize the **“Feel, Felt, Found method”** of dealing with **price** objections.
- When your prospect brings up the price or cost objection, you could respond with:
- ***“I understand exactly how you feel”***
- ***“Others have felt the same way when the first heard my price.”***
- ***“But this is what they found after they bought my product. and they are very satisfied.”***
- You then provide a logical reason why the value and benefits of your product or service more than justifies the price.

Exercise

- Write the three best answers to these questions:
- What is your most powerful and persuasive “success story” about a customer who bought from you and how satisfied they were afterwards?
- Share this story with others.
- What three actions will you take as a result of the lessons learned in this module?

Overcoming Objections

- “Fuzzy understanding” is where most objections arise from.
- The problem your product or service will solve is not clear to the prospect.
- In other words the **need** or the **benefit** your product or service will satisfy is not clear to your prospect.
- The “**unique selling proposition**” of your product or service is not clear.

Exercise

- Write the three best answers to these questions:
- Please give one way you could eliminate an objection, or answer it, before the prospect brings it up.
- List three things you could say or do to deal professionally with any objection.

Overcoming Objections

- Your prospect does not feel a sense of urgency to take action at this time.
- There are several ways to deal with the price objection. When your prospect says something like “*Oh that is way to expensive*” you could respond by asking:
 - a) “*Why do you say that?*”
 - b) “*Why do you feel that way?*”
 - c) “*Is the price your only concern?*”
 - d) “*How far apart are we?*”

Overcoming Objections

- If your prospect insist on knowing your price before you have identified the need, or presented the benefits of your product or service, you can delay the price or cost conversation by saying:
- ***“I know price is important to you; may I come back to that in a minute?”***
- If your prospect still insists on knowing the price before he or she will allow you to give your presentation, try this method:
- ***“That’s the best part!” if it’s not exactly the right price, there is no charge!”***

Overcoming Objections

- When answering your prospects objection, provide proof, and ask your client to confirm it's okay to proceed with your presentation.
- Objections are like steps on the stair way to sales success!
- The more objections you may get, the more interested your prospect is in your product or service.
- Develop a mindset to be grateful for objections and you will turn objections into reasons to buy.

Exercise

- When facing Fuzzy Understanding? What benefits does your prospect must be assured of receiving before he or she will buy from you?
- What are your favorite methods for neutralizing the price or cost objection?
- What three actions will you implement as a result of this module?

This is the end of module 5

“Overcoming Objections”

- If you have any questions or require additional assistance, please contact me at
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Thank You!