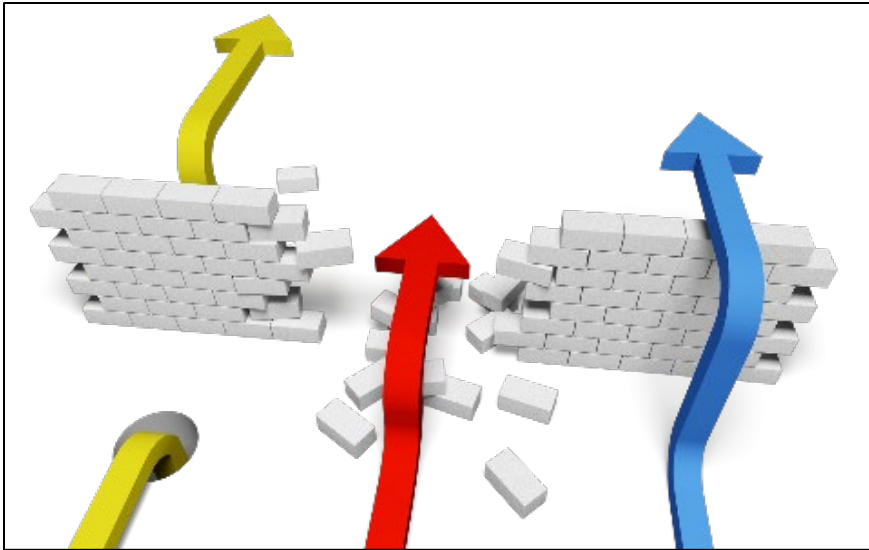


# OVERCOMING OBJECTIONS

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*“What’s in it for the customer?  
Respond to objections.”*

*Program review notes*

# OVERCOMING OBJECTIONS


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Objections do not end sales conversations; they reveal where real selling begins.

## OVERCOMING OBJECTIONS

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### Agenda



- What are objections?
- Where do objections come from?
- How to react to objections.
- The five types of objections?
- Seven step process to deal with any objection.
- Dealing with your most common objections.

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SALES CONCEPTS


Key tips to remember about dealing with any objection:

- Approach every sale from the customer's point of view.
- Answer the question every customer is asking you: "What's in it for me?"
- Guard against the temptation to sell what something is. Customers buy what something does.
- What customers do not say often matters more than what they do.

## HANDLING OBJECTIONS

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### ***What is an objection?***



Any concern of a prospect or customer either stated **or not** that can keep you from closing a sale or moving a sale forward.

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SALES CONCEPTS

# OVERCOMING OBJECTIONS

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## *Where do objections come from?*



- Misunderstandings
- Political influences
- Past experiences
- Pricing
- Current supplier
- Competition
- Fear of the unknown
- The media
- Lack of authority. Not the decision maker
- Failure to recognize value
- Laziness ~ Inertia

Objections are inevitable in sales. Don't get angry or defensive. Accept that they are a part of the process.

Remember, prospects with the most objections often become your best customers.

Most objections come from some form of uncertainty. Work to uncover what your customers perceive as risks to get to the *real* objection. Sometimes customers don't even know what it is, and you have to help them uncover it with insightful questions that inspire customers to think about things in different ways.

Customers didn't go to customer school. They don't always know how to give you the right objection or articulate the real reason for what's holding them back. At times, they don't even understand it themselves. They just have a gut feeling they can't explain.

Buyers have been conditioned to protect themselves from pushy salespeople to reduce conflict and make them go away faster.

They've learned what to say and how to say it to shut you down. They avoid conflict, hesitate in the face of change, abhor the unknown, and are averse to risk.

*Objections are rarely about price; they are about perceived risk.*

# OVERCOMING OBJECTIONS

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## *Three components to handling any objection*

**HANDLING OBJECTIONS**

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***How to react...***



- ***Listen***
- ***Empathize***
- ***Ask***

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[SALES CONCEPTS](#)

Great selling is not about saying the right thing; it's about hearing the right thing.

Allow your customer as much time as they need to fully state their objection. Avoid rushing or interrupting them. Think about what the cause of their objection might be.

Be empathetic. Encourage them to share more about it. Ask them questions about how that makes them feel or what they think about that. Get them to share their opinions with you.

Ask them questions to make sure you understand the full impact of the objection.

### ***Remember:***

#### **Objections**

- Are good signs that the purchase is near.
- Provide feedback on your competitive position.
- Give an opportunity to restate key benefits.

Relax and prepare yourself for objections. Your best defense is thorough preparation and meaningful questions.

# OVERCOMING OBJECTIONS

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If you are like most salespeople, you have felt that little surge of pressure: Here we go... I have to overcome this. But what if that mindset is actually making objections harder?

What does it mean when the customer says, "No, not yet."

In many selling situations, objections are not barriers; they are signals. They are clues about what the buyer needs to move forward with confidence. Unfortunately, a few common myths lead salespeople to misread those signals and respond in ways that create friction instead of progress. Here are five myths worth rethinking.

## **Myth 1: If they are objecting, they are not interested.**

Often, objections mean the buyer is engaged. Uninterested prospects usually do not object; they disappear. Objections often translate to: I am listening, but I am not yet confident.

## **Myth 2: You need the perfect rebuttal.**

Objections are rarely solved by clever wording. They are solved by diagnosis. Most objections are symptoms of something deeper: risk, internal politics, competing priorities, or uncertainty. Your best response is usually a question, not a counterargument.

## **Myth 3: Price is the real objection.**

It is too expensive is frequently shorthand for I am not sure this is worth it, or I am unable to justify this internally. Before you negotiate, make sure the value and outcomes are clear and tied to what they care about.

## **Myth 4: We must handle every objection immediately.**

Some objections are premature. Rushing to fix them can create friction or trigger defensiveness. Strong reps know when to address a concern now, and when to build context first, then return to it with better alignment

## **Myth 5: If I answered it once, it should be resolved.**

Objections often repeat because different stakeholders have different concerns. The same objection may require different proof: ROI, logic, a pilot plan, an implementation roadmap, or references, depending on who is asking.

Objections are not something to defeat. They are information to explore. When you treat objections as a way to reduce risk and build confidence, they stop feeling like barriers or interruptions and start becoming one of the most productive parts of the sales process.







# OVERCOMING OBJECTIONS

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## OVERCOMING OBJECTIONS

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### 6 General Types of Objections:

-  Financial
-  Competition/Comparison
-  Lack of Authority
-  Lack of Understanding/Education
-  Compatibility/Fit
-  Timing

SALES CONCEPTS

There are six primary categories of objections.

## OVERCOMING OBJECTIONS

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### 7 Step process for dealing with objections.



1. Be Prepared.
2. Listen patiently for true objection.
3. Restate as a question to confirm understanding.
4. Show empathy for customers' concerns.
5. Ask questions about the objection to uncover the real issues and causes.
6. Convert the objection to your advantage based on what the customer is really saying.
7. Close. Confirm customer is convinced.

SALES CONCEPTS

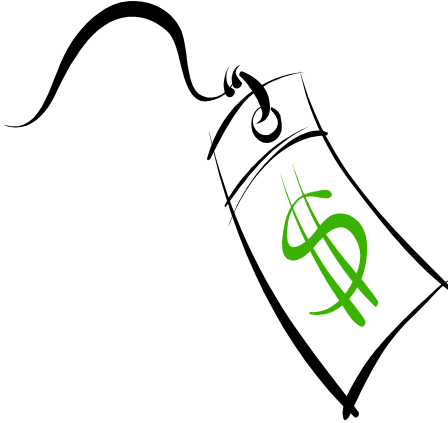
Ideas for dealing with three of the most common objections most salespeople encounter:

- The price is too high!
- I'm happy with our current provider
- I have to think about it.

# OVERCOMING OBJECTIONS

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What to do when your customer or prospect objects to the price.



- Ask about it
- Isolate the price objection
- Focus on the difference
- Challenge the prospect
- Investment vs. expense
- Make it smaller
- Compare with more expensive products
- Compare results, not price
- Other factors about the proposal or quote
- Under promise and over-deliver

Here are some questions you can ask when a prospect says they are happy with your competition:

- Why do you like them?
- Is that your choice?
- How do you feel about that?
- Are you ecstatic with them?
- Separate source / Insurance
- How do you know they are not taking you for granted?
- What would you like to change about them?
- Try us just once and see. What have you got to lose?

# OVERCOMING OBJECTIONS

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**HANDLING OBJECTIONS**

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***“I have to think about it.”***

*They truly do need to think about it.*

- *Personal Buying Style*
- *Not enough information*
- *They need approval*

*They have no intention of buying.*

- *They are just not sold*
- *They are hoping you just go away*
- *They don't want to hurt your feelings*

*They are just procrastinating*

- *Establish a sense of urgency*
- *Make a limited time offer*
- *Make it easy on them*




SALES CONCEPTS

*Search for the “real” objections, concerns, or perceived risks.*

**OVERCOMING OBJECTIONS**

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***Spoken or not . . .***



How do you deal with unspoken objections?

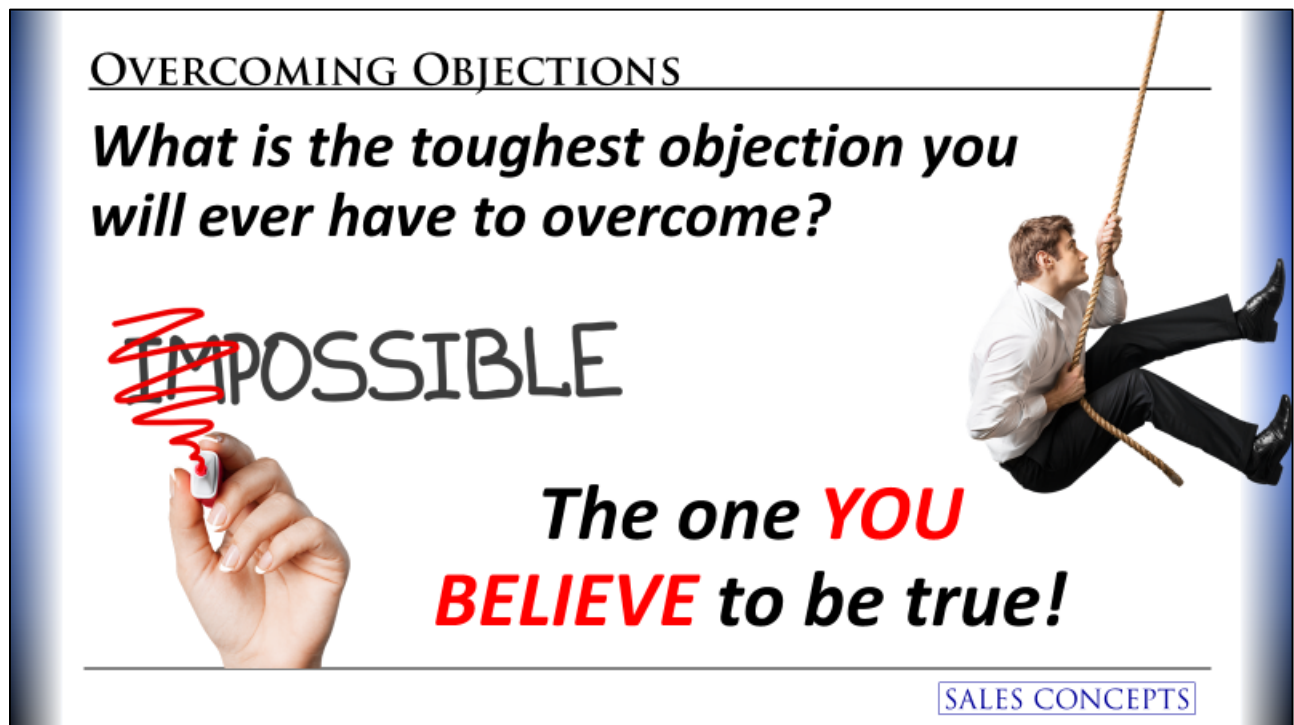
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SALES CONCEPTS

## OVERCOMING OBJECTIONS

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The toughest objection you will ever  
have to overcome.



OVERCOMING OBJECTIONS

***What is the toughest objection you  
will ever have to overcome?***

~~IMPOSSIBLE~~

***The one **YOU**  
**BELIEVE** to be true!***

SALES CONCEPTS

*What objection do you struggle  
with the most? Remember, you must  
sell yourself before you can sell to  
anyone else.*

# OVERCOMING OBJECTIONS


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## Start an Objections Journal

OVERCOMING OBJECTIONS

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### Start an Objections Journal



Keep track of your most common objections and questions about how to respond.

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SALES CONCEPTS

Mastery comes from tracking patterns, not memorizing scripts.

When objections do occur, how you respond to the objection is often just as important to the customer as what you say to address the concern. Really listening to the customer and showing a keen sense of curiosity, empathy and understanding can go a long way to helping build the relationship for the long term.

- Weekly review
- Team sharing

Questions to ponder:

1. What objections do I hear repeatedly but never write down?
2. How much better would I be if I studied my objections like athletes study game film?
3. What would consistent tracking reveal about my selling habits?

*What you track, you improve. What you ignore repeats.*

# OVERCOMING OBJECTIONS

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*What objections do you struggle with the most?*

## Overcoming objections exercise

List objections here with possible questions to ask:

Objection: \_\_\_\_\_

Source (What's causing it, what does the customer perceive as risks?):

\_\_\_\_\_  
\_\_\_\_\_

Type (What type of objection is it?):

\_\_\_\_\_

Questions to ask about it:

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

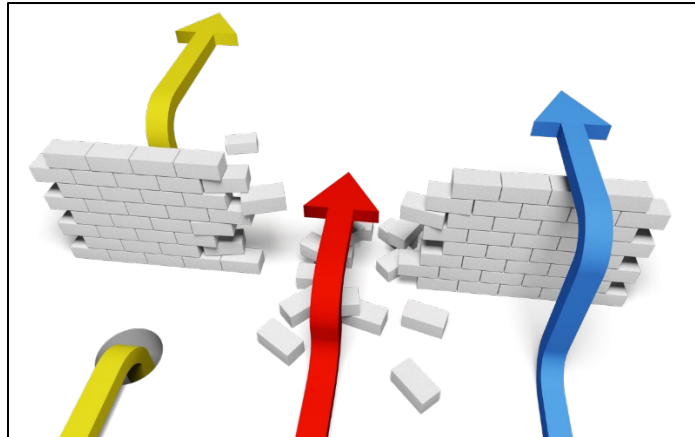
4. \_\_\_\_\_

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# OVERCOMING OBJECTIONS

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## *“Overcoming Objections”*

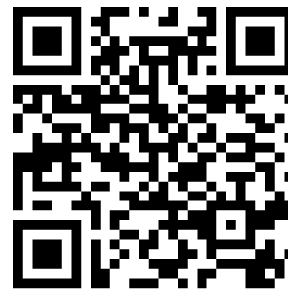
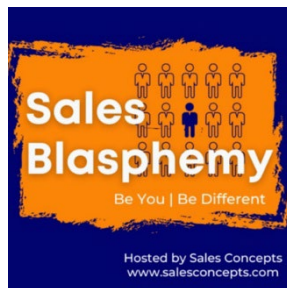
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