

## OBJECTION HANDLING

THE BEST WAY TO HANDLE AN OBJECTION - IS TO REMOVE IT BEFORE IT BECOMES AN OBJECTION

OBJECTIONS ARE EXCUSES - EXCUSES PROSPECTS USE NOT TO BUY AND TO STOP YOU (the sales person) FROM GETTING PAID.

Many sale people I have trained fail to sign up a deal, because they do not pay attention to objections. Once a prospect say's: "We cannot afford that", the salesman packs up and goes home - leaving the competition to breeze in and sign the deal. WHY?

Well it comes down to a couple of things, preparation & confidence.

'IF' you work a lead correctly and follow a proven system - you shouldn't get the obvious objections. Knowing what the main objections are (money, other suppliers) - you can better prep your appointment setting, price conditioning and presentation.

For example - build your presentation around answering all the issues which will become objections later on down the line.



**LET ME STOP YOU  
FROM GETTING PAID**



Sometimes, just repeating the objection back to the prospects will allow them to hear what they're objecting to really isn't a big deal. This may not be a real objection - simply a concern they have.

FOR EXAMPLE.

"If we go ahead with the render and the window fitters damage the walls, who fixes it?"

A concern - but it sounds like an objection to proceeding with the order.

The solution:- If we fit after the windows are done - will that solve your issue? It DID.

Even though you have built your presentation to handle all of the foreseeable objections - you may still get a few after you deliver your price. I look at these as a wall - they build a wall - it's your job to climb over it, go around it or knock it down. Be warned - you can only knock one wall down at a time.

In my opinion there are just a few things you need to do in order to overcome real objections.

**IDENTIFY** - What exactly are they objecting to? Ask!

**ISOLATE** - Handle this objection (and any others) one at a time.

**CLARIFY** - Repeat it back to them for absolute clarity

**OVERCOME** - A phrase I have always used is, "IF I CAN (solve the problem) WILL YOU (go ahead)?"

## Do not mistake Buying Signals for Objections.

Buying signals are key indicators that you're doing a great job - they mean the prospects have mentally 'bought' your product. They can be identified by tone of voice, body language or verbally. In every presentation you give - there will be the inevitable cost issue. "What's the best price you can do?" I love this - they want it. Huge buying signal - but some salesmen I train think it's an objection to the price he's just delivered.

Look at these statements:-

### OBJECTION

Can't afford it  
We never decide on the day  
I'll have to speak with my wife  
We got ripped off once  
We never trust salesmen  
We don't need it yet  
Waiting for other quotes



### BUYING SIGNAL

What's your best price?  
Is that the only colour?  
That's really interesting  
We like that better than.....  
When can you start installation?  
Does it ever need cleaning?  
Will we have to maintain it?

As I have explained, if you're getting these objections at the end of your presentation - you've wasted your time. However - take this as a lesson as to where you need to work on your process.

Here's HOW TO SOLVES THESE ISSUES.

Can't afford it - work on price conditioning. Never deliver a price until you 'know' they can afford it - you're advertising to skint people

We never decide on the day - Ask *the question* before delivering the price (see Presentation PDF).  
Give them a compelling reason (discount) to sign now.

I'll have to speak with my wife - you should have asked who else needs to be present?

We got ripped off once - They are really cautious and don't trust your company - Have them Google you before you call out. Send them an info sheet BEFORE you set the appointment. I wouldn't sit the appointment until they see our reviews, Company's House listing etc.

We never trust salesmen - They don't trust YOU - work on your rapport.

We don't need it yet - At your Appointment Setting phase you need to ask, "Do you have a time frame in mind by when you need the work done?" If it's more than 6 month away - don't sit the appointment. You might be able to take a deposit and fit later - but highly unlikely. (download my PDF)

Waiting for other quotes - It's the price AND you have NOT killed the competition. Work on your competitors faults and allow the prospects to see you are better than they.



Obviously there are more objections than these - but 'All excuses are EQUAL' When I say equal I mean - they're stopping your sales team from getting paid - or earning you profits.


However, almost all of them can be overcome BEFORE you spend your valuable time presenting. Preparation and developing your sales process correctly will not only save you time and resources - it will make you a fortune.

**TEST your sales team.**

**Hold regular Objection Handling exercises. Do role play. Your sales teams will know what their biggest hurdles are - bring them into the training meeting and practice overcoming them. Or work on removing the objections before they raise their ugly heads.**

Keep practicing until you eradicate objections completely.  
Let me know how you get on - if I can help further - give me a call.

Until next time.  
Lawrence Laidlow

 07725 841617