

TURNING OBJECTIONS INTO OPPORTUNITIES

OVERCOMING OBJECTIONS

Master the mindset and techniques top producers use to turn hesitation into action and objections into opportunities.



OVERCOMING OBJECTIONS

As a sales professional, you have to love objections. You may be thinking, “What do you mean? Objections are the worst!” But the bottom line is, if they don’t object, they’re probably not going to buy.

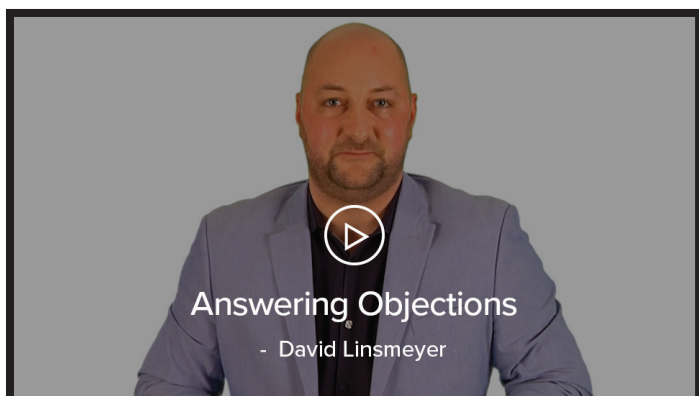
We’ll say it again for the people in the back. If you’re not getting objections, your prospects probably won’t buy. Very few people are going to buy a product or service – even if it seems like a no-brainer – without raising a few questions. This could be concerns on price, whether the product will be an improvement over what they currently have, the difficulty of implementing the product, questions about the terms of the contract, or even just anxiety about change.

No matter the type, every objection is a chance for you to further the conversation, deepen your understanding of the prospect, and build more value for your product.

Let’s dive in!

1 ANSWERING OBJECTIONS

An objection is the signal that they’ve listened to your presentation, they’re dialed-in and taking it seriously. And you can’t answer an objection the prospect won’t tell you. Without that objection, you’re likely to be left with a “Sorry, not today,” wondering what went wrong in the sales process. Watch the video below to learn “The Objections Answers Formula.”



- 1 Isolate the objection.
- 2 Transition by acknowledging the objection.
- 3 Empathize with the objection using "Feel, Felt, Found."
- 4 Respond to the objection.
- 5 Re-present by asking a question.
- 6 Re-close.



2 THE INITIAL WAYS TO RESPOND TO OBJECTIONS

With the understanding that objections are a) going to come up and b) need to be taken seriously, there are three strategic ways to respond to any objection.



- 1 If the objection comes up too early, bypass.
- 2 If it's a very common objection, bring it up, up front ("pre-emptive strike")
- 3 "Process" the objection.

3 THE 4 "P" OBJECTIONS TO PREPARE FOR

All objections essentially boil down to four main categories. Even though they may sound different on the surface, the meaning behind the objections is essentially one of these four primary objections. Anything else is just an excuse or a "stall."

- 1 **PRICE**
"I can't afford this."
- 2 **PROCRASTINATION**
"I'd like to think about it."
- 3 **PURCHASER**
"I need to talk this over [with someone else]."
- 4 **PROVIDER**
"I'm happy with what I'm using now."

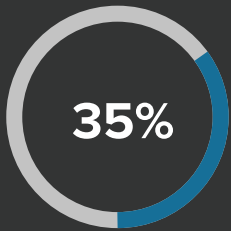


Honestly, the best way to answer any of these objections is before they come up. Answering the procrastination and purchaser objection is something that you should pre-emptively do in your introduction, if you can, before your presentation.

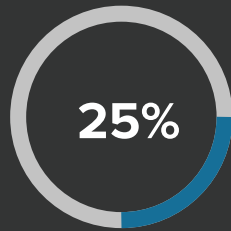


DID YOU KNOW...

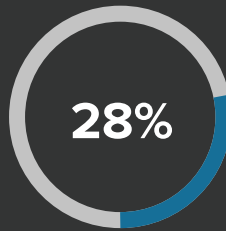
Working with a professional sales coach can **increase your income by 46%**, as well as the following:



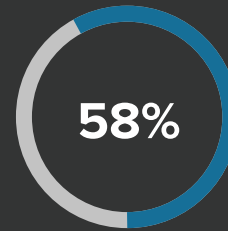
Improvement in Sales Prospecting Confidence



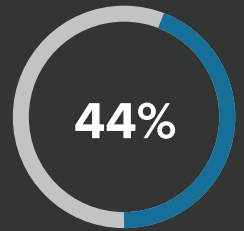
Improvement in Sales Presentation Skills



Improvement in Answering Objections



Improvement in Time Management



Improvement in Achieving Goals

4 HOW TO “PROCESS” AN OBJECTION

Ever spend time carefully answering an objection in detail just to be met with...another objection. And then, another objection after that? The next step in learning how to handle objections is using a simple formula for processing objections.

1 ISOLATE THE OBJECTION

Examples:

“Other than the price, is there anything else holding you back from moving forward today?”

“Other than wanting to think about it, is there anything else holding you back from moving forward today?”

“Other than needing to talk to your spouse, is there anything else holding you back from moving forward today?”

2 TRANSITION INTO THE OBJECTION USING “FEEL, FELT, FOUND.”

Examples:

“I understand how you feel about price.”

“What we’ve found is, clients who use our product report that they actually save money at the end of the year by not having to pay a contractor to do all this work manually.”

“Other people have felt the same way.”



4 HOW TO “PROCESS” AN OBJECTION (CONTINUED)

3 PROVIDE A THIRD-PARTY TESTIMONIAL STORY OF A CLIENT WHO OVERCAME THE OBJECTION

Examples:

“The manager of Clearmont Supplies was looking at another vendor who was cheaper, but found that, in the end, they couldn’t beat what our product is actually offering for the price. They wound up implementing our systems last year after reviewing 4-5 other very similar products.”

“Yvette over at Precision Inc. was nervous about price at first, but found she saved \$30,000 at the end of the year. Her manager even promoted her after that for being so fiscally-conscious.”

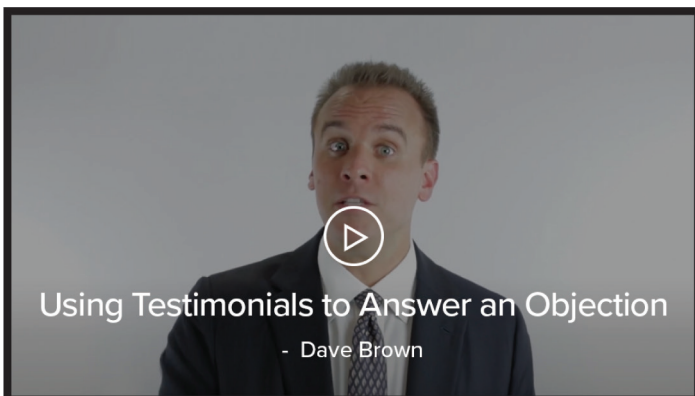
5 USING TESTIMONIALS TO ANSWER AN OBJECTION

Using testimonials to overcome an objection is probably the most powerful way of overcoming an objection. Prospects are understandably skeptical of all the facts and great claims you the salesperson are telling them about your product or service, but it’s harder to argue with real-life customers, especially someone they know or who may be well-known in their industry, who overcame the same objection and had success.



But using testimonials to answer an objection requires first having a mental rolodex of testimonials to use in a selling situation, right?

Listen to Professional Sales and Leadership Coach Dave Brown explain how to plant testimonials that answer specific objections.





BONUS **WHAT TO DO WITH “NO’S”**

Even among the best salespeople, no one closes the sale 100% of the time. Every now and then, when you get a “no,” your mindset and how you approach the rest of your day is key. Listen to Professional Sales and Leadership Coaches Ron Marks and Dave Brown explain what to do with “no’s” in a way that will fuel your confidence and have you crushing more sales in no time.



BOOK A FREE STRATEGY SESSION WITH A COACH

In just 45 minutes, one of our expert coaches will guide you through a personalized consultation to assess where you are now and where you want to be. After a brief questionnaire, we'll create a tailored strategy to address your unique challenges and goals. You'll leave with valuable insights, actionable steps, and clarity on whether coaching is the right fit for you.

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professional coach in your corner!