

Objection Handling

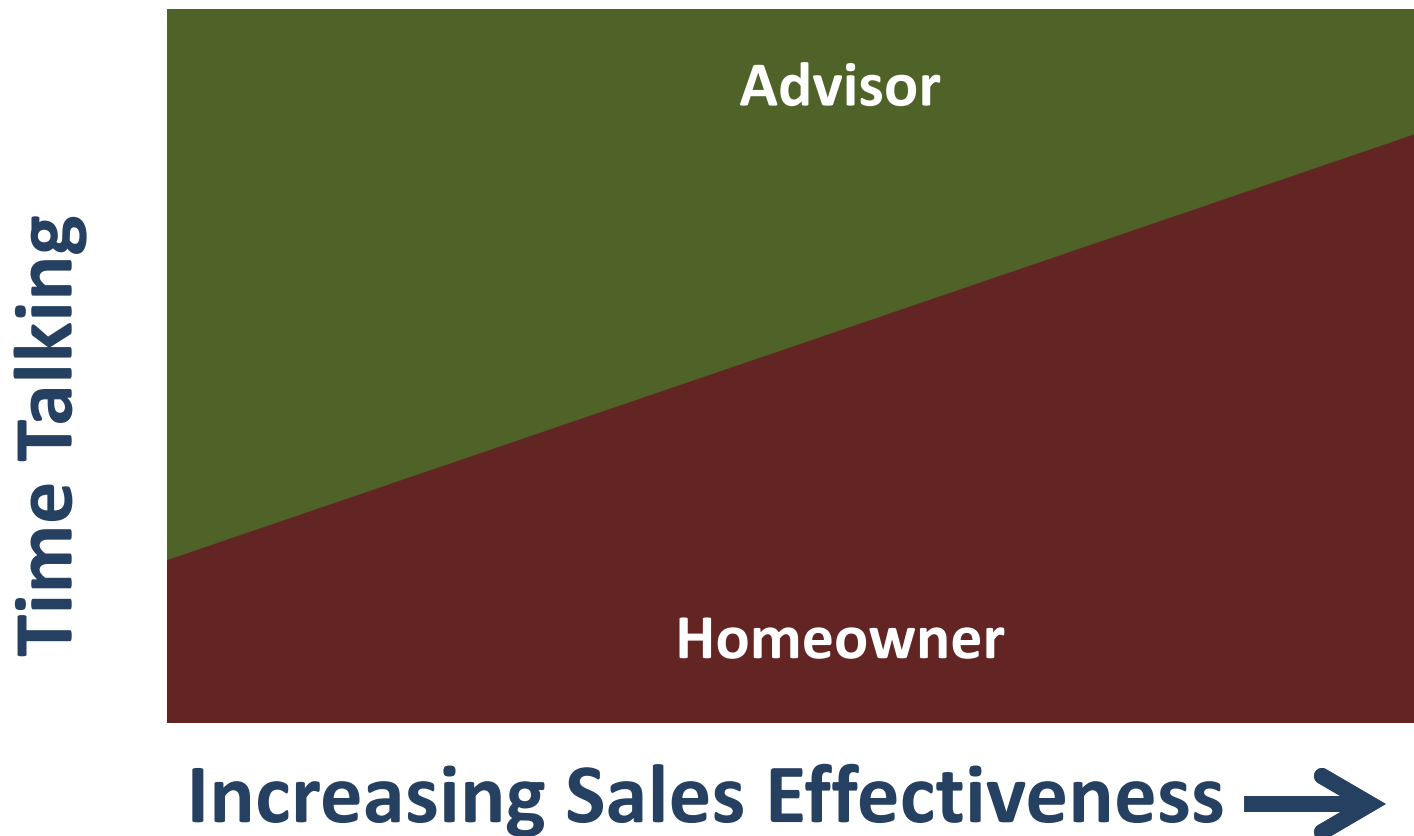
Mike Rogers
OmStout Consulting
mike.rogers@omstout.com
Twitter: @MikePRogers

What we'll cover

- Quick review and level set
- Objection handling overview
- Objection handling exercise

Review of Today's Sales Talk

In a successful sales call, who does most of the talking?



How do we get the client talking?

ASK QUESTIONS!

LISTEN TO THE ANSWERS!

*When is the best time to
present the proposal?*



Handling Objections

Better than Handling Objections, Preventing Them!

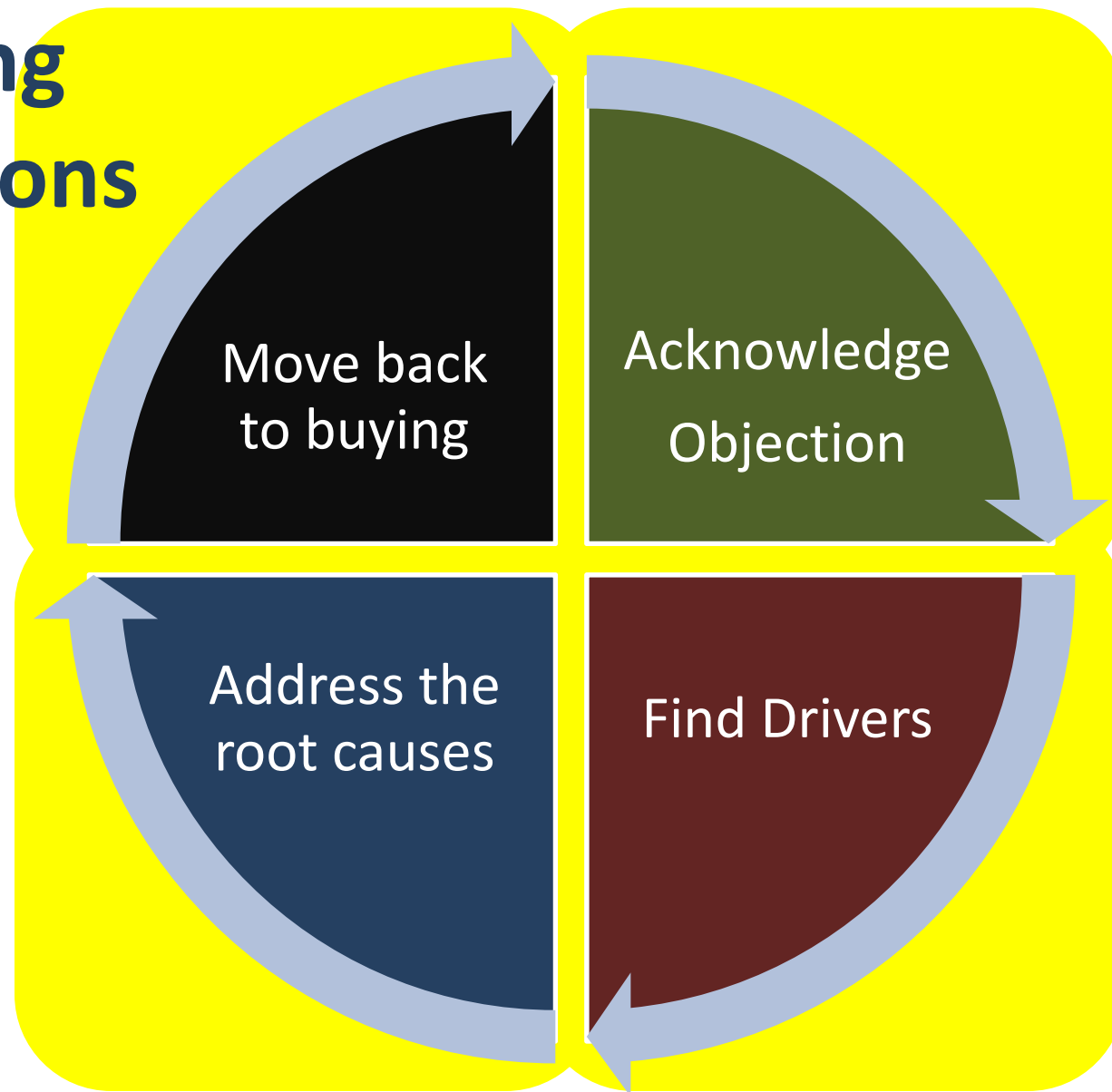
- Did you set expectations?
- Has the client identified needs? Or do you need to ask more questions?
- In the course of asking questions, have you established your ability to deliver?
- Have you made sure you've addressed concerns?
Summarized the benefits?
- Have you offered a *realistic solution*?

**In other words, use a strong process
BEFORE asking for the sale**

*There are no magic
answers*

*Effective objection
handling means practicing
a consultative process*

Handling Objections



Acknowledge the Objection

- Respect the customer's opinion
- Don't argue
- Don't get defensive—and don't attack and make the customer defensive
- If possible, validate the objection

“Several of our customers have inquired about this, and it's a valid consideration in making your decision...”

Find out the real drivers

- Don't jump right in to an "answer"
- Instead, try to find out the real motivation behind the objection.
- This means questions instead of statements

"Can you tell me a little bit about why this concerns you?"

"Has this been an issue in the past?"

Address the root causes

“I understand. Here’s what we are doing to make sure that isn’t an issue for you...”

Now, outline how you can address this, what the customer should consider, etc.

- *“We do the project in phases, to reduce the initial size and cost”*
- *“All of our work is done by our own full-time employees.”*

Move them back to buying

- First, verify you've addressed the concern
- Then try to find additional objections, if any
- Ask them what they need or if they're ready to move forward

“How can I help you make sure you have an apples-to-apples comparison?”

“Our next installation appointment is available in about two weeks. Will you be ready to proceed?”

Exercise:

Handling Objections

List some of the objections you've encountered.

- Work through one objection as a team for 10 minutes
- We'll get a report out from each team on some of the approaches.

What was the most important insight you gained?

What will you do differently next week?