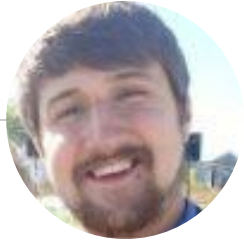




A 3-Step Process
To Overcome **ANY** Sales
Objection!



LS Platinum Workshop



Hello!

*I am **Pat Henseler***

Director of Training - LinkedSelling



**A 3-Step Process
To Overcome ANY Sales
Objection!**



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3 Ways to Handle

Before

After

Ignore

“The idea is to have a strategy to how you are going to solve them.”



Why do we even get sales
objections?



Why?

The prospect does not have a need or is not interested.

The prospect does not have urgency to buy now.

The prospect thinks they don't have the money or they truly don't have the money.

The prospect is not the decision maker

The prospect doesn't like you, your company, or your product.

The prospect is satisfied with their current solution.

The prospect has a pre existing relationship with someone else in the industry.

The prospect believes their situation is about to change.

The prospect does not want to change or they believe change will be too painful.

The prospect thinks they can do it on their own. They don't think they need you.



The starting point is to identify
what your common objections
are...



The Usual Suspects...

- ◉ I need to think about it.
- ◉ I don't have any money.
- ◉ I need to talk it over with someone.
- ◉ Can you send me some information.
- ◉ I don't have the time.
- ◉ Your price is too high.
- ◉ I am already working with someone.
- ◉ We already tried it and it didn't work.
- ◉ I am not interested.



3 Ways to Handle

Before

After

Ignore

“The idea is to have a strategy to how you are going to solve them.”



1

Before It Comes Up

Pre-frame it.



Before It Comes Up...

- Preframe it – Here at the Marriott we don't negotiate. The price is the price. We do offer same day incentives though.
- You can embed the objection into a success story.



2

After It Comes Up

Two frameworks that you can follow in your scripting.



After It Comes Up... Techniques

- Isolate:
 - Other than ___ is there anything else preventing you from moving forward?
- Investigate:
 - Say “Tell me more about that.”
 - After you say that phrase be silent.



After It Comes Up... Techniques

- Question:
 - Is that your only concern?
- Story:
 - Handle the objection with a story.



After It Comes Up...

1. Listen, Reward, Reassure
2. Remind, Reframe
3. Contrast



Listen, Reward, Reassure

- Repeat back what they have listed to you as their objection to demonstrate that you are listening to them.

Reward them for being honest and sharing this with you, because you can't help them solve a problem they haven't communicated.

Put their mind at ease. Let them know that you have many IDEAL clients that have that concern and they aren't alone, but show them how this "issue" is the reason why they NEED to let you help them.



Remind, Reframe

- ◉ Remind them of their issue or pain point that brought them into the conversation in the first point. Repeat to them the benefit of why they were initially interested.

Turn it back on them and share a story of a previous client of yours that might have felt similar. They had the same concerns, but what happened when they pulled the trigger and started working with you. How did they eliminate that concern and what was the outcome of their working with you.



Contrast

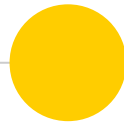
- Give them the 2 choices...

They either put this off and the issue/pain point they came to with remains and likely festers or grows.

OR, they can do something about it to achieve a specific result that you can promise them to end that pain point once and for all.



TESTIMONIALS!!!

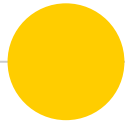




3

Ignore...

Keep truckin' along...





4

Your Next Step...

How to implement?



Next Steps

- Identify the common objections in your vertical?
- Outline/script a response.
 - Keep it by your sales script or on post-its and work the system.



Thanks!

Any **questions** ?

You can find us in the:

- LS Platinum Group
- Please allow 24 hours for the replay to be posted on the site.