

## 6. Objection types

**Experience: Why they arise? The person may have had a bad experience with your services or the services of the competition.**

I'm sorry but we don't buy advertising – it doesn't work for us'

'We used it in the past and didn't like it'

'Can you tell me what exactly you didn't like about it?'

'We know others who used it and didn't like it'

As above

'We heard negative comments about your company/services'

May I ask who did you hear them from and what exactly you heard?'

I appreciate how you *feel*, some of my clients *felt* this way too but when they *found* how many people they could reach with their advertising, they were amazed.

Or 'why is that?'

Or 'what do you mean by 'doesn't work', what kind of advertising did you try, how do you evaluate if it worked or not

**Time. Why do those objections arise? Because people are busy. Key is to explain why the time they invest in speaking with you is worthwhile.**

'I don't have time to talk to you right now'

'When would it be better to call?'

Be persistent

**Price:** 'I don't have money for that'

'We want to make sure we'll get **value for money**'

Explain how your services will help them

'I can't afford it'

The reason we charge this is that we do not want to compromise on quality

**Credentials:** Other companies offer similar products

'What is unique about this is ...'

Gain their trust.

**Need:** At the beginning when you're introducing the topic you may hear:

I don't need it

I understand where you're coming from. Can I just ask you a few questions to fully understand what you need?

You only do A but not B

How important is B for you? (maybe they don't really need B as it's not in line with their priorities)

## 7. Objections handling techniques

**Boomerang:** turn them around by using what they say to prove that they're wrong.

- 'Certainly, if you don't have the money today, we can arrange it all for tomorrow'

By using what they say, you are saying that they are right. And when you attach what you want to what they say, then by **association**, what you want is right.

**Objection chunking:** You can take more higher, more general viewpoint or a more detailed focus.

*Chunking up* (also called *Helicoptering*) lets you see more and understand the big picture. When you chunk up, specific issues seem small and insignificant.

- *Let's look at the big picture. What do you really want achieve by using this?*
- *That's interesting. Tell me more about that...*
- *What does your wife think about this?*

Taking a different perspective has a dual effect, first of **reframing** to create a different **attention** and a new understanding, and secondly of **distracting** from what might be a difficult issue to resolve.

**Conditional clause:** When the other person offers an objection, make it a condition of resolving their objection that they agree.

- *You say you want a red one. If I can phone up and get you one, will you take it today?*
- *If I pay for you, will you go with me?*
- *If I get you a cup of coffee, would you like to sit down and look through this holiday brochure?*

The Conditional Close uses the **Exchange principle** to build a social agreement that if I solve your problem, you will get the agreement in return.

### **Curiosity:**

When they declare that they do not want to go ahead with your idea, act curious.

- *I know you don't want to go ahead, but before you go, could you just let me know what your reason was?*
- *Did I not explain it clearly enough?*

When you are non-threatening and not in 'closing mode' they may well relent and give you the information you need.

**Deflection:** Listen to it. Show understanding of the concerns. Then carry on as if nothing had happened. Say that you will come back to it later. Maybe you won't have to. Give an excuse, such as not having information or having to talk to somebody else later.

- *Yes, I see what you mean...mmm...Now let me show you the range of finishes you can have...*
- *Good point. Can I come back to that later?...thanks...Now what I was saying was...*
- *Yes, I've got some information about that back at the office somewhere. Can we carry on now? ...*
- *I need to go to the toilet. Where were we? Were you saying that...*

Refusing to answer their objections now may also be a power play, where you are demonstrating **authority** and control over the situation.

**Feel, felt, found:** First empathies with them, telling them that you understand how they *feel*. Then tell them about somebody who *felt* the same way.

Then tell them how that other person *found* that things were not so bad and that when they did what you want they found that it was actually a very good thing to do.

- *I understand you feel about that. Many others have felt the same way. And what they have found is that...*
- *I know how you feel that it looks rough. I had a person in here yesterday who felt the same when they first looked at it. But when they tried it on they found that it was so comfortable.*

By empathizing with how they *feel*, you are building **harmony** with them to create rapport. When you talk about how somebody else *felt*, you move the focus to a more **objective** place which they are likely to trust more. This also makes them a part of a group such that they do not feel alone. When they are attached to that group, then you move the

whole group by telling how the person in the group changed their mind. The person, being attached to the group, should change their mind at the same time.

**Humor:** Defuse the tension with gentle humor

By **reframing** the situation with gentle humor, you can show that you are not offended by their refusal.

**Justification:** Rather than fight the objection, justify why it is reasonable.

Tell them how you have deliberately chosen the particular option for a reason.

If they complain about price, tell them the product is built for a superior market.

If they complain about quality, tell them that this is to allow you to charge a very low price.

- *Yes, it is expensive to renovate the bathroom but how great would it feel to take a bath in a new bathtub?*
- *I know it is not new, but it will give your image depth, making you look more established.*
- *It is large, which is why most people who buy it find that visitors notice it at once.*

When people object, they often are saying that what you are offering is somehow unfair or wrong. If you can subsequently show that it is fair and reasonable, then they no longer have reason to object.

**Writing objections:** writing these down as you go on a clean page of paper.

Then show it to the other person and verify that if you address these, then there are no reasons for them not to agree.

Then, as you **handle** each one, cross it out. You can ask the person before this ('So, we have addressed this. Can I cross this out now?')

Writing things down is useful for a visual thinker. It also moved the problem onto the external, objective sheet of paper (from their subjective thinking). And then it allows you to cross it out. The act of crossing it out causes **closure**, on eliminating the objection.

**Pre-empting objections:** Tell them about a possible objection before they object. Then handle the objection so it cannot be brought up again. Make the objection rather weak and the handling rather strong. Tell them stories of other people who objected and then looked foolish.

- *I had one person didn't like the shade, but then they had not realized that this was the latest fashion.*
- *You might find this expensive, but we can find the right deal.*

If you answer the objection before they bring it out, then they are unable to voice the objection without appearing to not have heard you.

**Pushback:** the objection. Push back assertively (not aggressively). Object to their objection. If they are wrong, tell them. If you think they are not being truthful, show that you know this.

You can push back either directly, by telling them they are wrong, or indirectly, by showing them that they are mistaken. Indirect pushback is usually likely to reduce further objections, unless you have concluded that a 'short, sharp shock' is likely to be more effective.

- *That's not right. This product is the cheapest on the market.*
- *I can see that you might think that. But the latest survey has shown that we are the lowest cost supplier.*
- *Would you like to check those figures again? I think you'll find they are not accurate.*

A direct response to an objection can be a shock that the other person will accept. However, you need to be careful when using this technique as some people may feel offended.

**Objection reframe:** When they object, **reframe** their objection as something other than a 'no' so you can continue. Reframing the objection as a misunderstanding (and take the blame for this yourself).

- *I can see that this is not making sense. Sorry - let me put it another way.*
- *The cost may be high, but the cost of inaction may be higher.*
- *Yes, blue is an unusual color. It will make you look really original.*

Reframing uses what the other person has given you, which makes it more difficult for them to deny it.

**Objection renaming:** A simple approach to handling objections is to change something in what you are presenting. Renaming the objection changes it.

- *When you consider about how long it takes, you may also think about the free time it will give you.*

Changing just a word changes the meaning of what is being discussed, looking at it in a different light.

**Reprioritize objections:** of changing the priority.

Explore the criteria they are using to decide. Probe to find how important each criterion is.

- *You are right, price is important. But how much more important is quality to you?*

When evaluating between different choices, we use different criteria and different weighting of those criteria. We also get fixated on particular solutions and forget about other criteria. If you can change criteria, change weights or remind the other person of forgotten criteria then you can get them to reprioritize.