

Overcoming Objections

Sales professionals seek out prospects' objections in order to try to address and overcome them. When prospects offer objections, it often signals that they need and want to hear more in order to make a fully-informed decision. If objections are not uncovered and identified, then sales professionals cannot effectively manage them. Uncovering objections, asking clarifying questions, and overcoming objections is a critical part of training for sales professionals and is a skill area that must be continually developed because there will always be objections. Sometimes, when a sales professional finds a way to successfully handle "all" his or her prospects' objections, some prospect will find a new, unanticipated objection-- if for no other reason than to test the mettle of the sales person.

We would appreciate if you would send in as many questions that you may encounter during your sales process.

Objections happen. If you perform the sales or persuasion process well, you will succeed in seriously reducing the number of objections, but they may still happen.

Objections can be transformed into an opportunity. For example, you can increase the understanding of the other person's circumstance and to get closer to them, building a more trusting relationship.

Here is the LACE Approach to help you overcome objections easily:

Listen

Before you can act on the objection, it helps a great deal if you can understand properly not only the objection but also the thought and emotion behind it.

Find the objection

First, listen some more. Ask questions that elicit the background and detail of the objection. Listen not only to the objection but to the emotion behind it. Seek to 'read between the lines'. The objection as stated may well be a cover for the real objection. Probe for more details. Ask 'what else' and 'how come'.

Find remaining objections

Find out whether there are any other objections. Ask 'Is there anything else?' Tip the bucket. This can cost you more work now and it may seem that it is better to let sleeping dogs lie. But if you do not do so, then when you get towards what you hope is closure, they may easily pop up to frustrate you once again.

Accept and Acknowledge

Once you have discovered the objection, the next stage is to acknowledge not only the objection but the person, too.

Accept the person

First and throughout, accept the person. Accept that they have a right to object. Accept that you have not fully understood them. You do not do this by saying 'I accept you' or anything like this. The simplest way is through your attitude. Objecting can be a scary act, and people can fear your reaction. By not reacting negatively, by accepting the objection, you also accept the person. By accepting the person, you build both their

trust and their sense of identity with you. You also set up an exchange dynamic where they feel a sense of obligation to repay your acceptance.

Accept the objection

Accepting the objection means understanding how it is reasonable, at least from their current viewpoint for them to object to what you may believe is an excellent offer. It also means accepting the work that addressing the objection will require of you. Objections can be frustrating and if you object to the objection, you will have a mutual stalemate.

Commit

Now it is time to get serious. With the increased understanding and trust, you have an ideal opportunity for a trial close.

Get their commitment

Get a commitment from them such that if you can satisfactorily address their objections, they will agree with you and make the purchase. This is also a good method of identifying further objections. If they say no, then loop back and elicit these. Eventually, they will run out of objections. If you can address these, it's in the bag.

Make your commitment

This is also the point where you may well be making a commitment to them, to resolve their objections. This may be difficult and cost you in various ways, from calling in favours from other people to putting in additional effort. The decision you have here, is 'Is it worth it?' Persuasion is often an exchange, and you will always be at liberty to back out.

Explicit action

Now it is time to address the objections, to take explicit action on the commitments made. There are two types of objection: real ones and accidental ones. Accidental objections are where the objection is due to a misunderstanding. Misunderstandings are usually easy to address, with an apology and an explanation.

Real objections take work, but if they can be resolved, you've got the sale!

Persuade your way through

In persuading your way through an objection means working to change the way they view the objections. You can wear them down such that they no longer view the objection as being worth pursuing. You can also change the way they view them more positively such that they have an 'aha' experience that leads them to perceive the objection as being no longer important.

Concede your way through

You can also concede your way through, giving in and effectively buying their commitment. If they object to the price, you can always give other options. If they don't want it now, you can come back next week.

Concession can be both a useful approach, especially if you are facing a threat of losing the whole deal. If you give them an inch, then they may want to take a mile. But this is not necessarily so, and a prepared concession strategy can pay dividends.

Example of Objections	Steps	Possible response
Workshops		
<ul style="list-style-type: none"> Not effective with 4 hours training only. 	Acknowledge	Yes, we appreciate your concern.
	Provide information	The workshops are crafted with accelerated learning methodology to deliver concise steps, tips, tools and techniques to enable you to apply it from workshop to workplace.
	Show prove	And like most organizations that has implemented and endorsed MWS, they too expressed their concerns in the initial stages. But now after experiencing the MWS Workshops, they would be willing to speak to you about how it has helped them.
	Commit	We do frequently hold MWS Premieres, you can come and experience it for yourself.
MWS Licensing Options		
<ul style="list-style-type: none"> MWS Trainers Kit content developers credentials 	Acknowledge	Yes, I understand that you may want to know the credentials of the developers.
	Provide information	Well, we have a large team of developers around the world, all trained in NLP technology and they consists of subject matter expertise, consultants, researchers, academics, graphic artists and designers.
	Reframe	The content are based on general best practices but most importantly is how they are structured and layered for easy understanding and practical application in day to day work.
	Show sample	Instead, you may want to focus on how the information is being presented to make learning effective and relevant. [show a Trainers Kit Sample]
	Commit	Well, when you have received your MWS Trainers Kit, and for whatever reason you don't think it's suitable, you can return it for a full refund within 3 days of delivery.
<ul style="list-style-type: none"> Don't know if our Line Managers are able to train effectively 	Acknowledge	Yes, I agree with you. Not all Line-Managers are suitable to take up as MWS Licensed Trainers.
	Agree	The selections of line managers are vital to the successful implementation and effectiveness of having internal trainings.
	Provide information	We highly recommend you refer to our selection and competency criteria before selecting the trainers, however from our experience, some organizations open it up for the Managers to volunteer themselves.
	Give solution	The MWS Licensed Trainer will be given extensive training to become a dynamic trainer. Plus they will undergo coaching session with the Master Trainer to familiarize themselves with the MWS Trainers Kit. They will also have unlimited email support on questions they may have after the trainings.

	Reframe	Don't you think that training subordinates should be part of the manager's function? This is a simplified and structured way that managers can transfer their skills and experience to train and develop their subordinates. In fact, one of the competencies that you might expect from your managers would be presentation skills. Wouldn't this create a learning opportunity for your managers as well?
<ul style="list-style-type: none"> Very difficult for us to get approvals for such programs 	Acknowledge	Yes, I get what you mean.
	Agree	Sometimes, when we have exciting ideas and new approach, it is difficult to propose to the top for approvals.
	Ask for Clarification	So, can I assume then, that you are supportive and want to implement this, but you feel it's difficult to get approvals?
	Provide solution	We have helped many of our clients put up project papers and presentations reflecting the cost savings potential, benefits and advantages. Perhaps, you can share with me your challenges, and I can help put things together for you to ease your process.

Do also check out the 'Frequently Asked Question'..

Tipping the Bucket Technique

Tipping the bucket not only gives you the advantage of knowing their reasons not to buy, it also shows that you are interested in them personally and want to solve the problems that they have. This builds trust and may enable you to reframe the situation as joint-problem-solving rather than you trying to sell and them fending you off with objections.

'Tipping the bucket' is a simple, but perhaps counter-intuitive thing to do when the other person objects. What you do is to ask for more objections. In fact you ask for all the objections you can get, thus 'tipping the bucket' of objections that they have been thinking about. The advantage of this is that you now know all the reasons they have for not buying and can decide what to do about them.

Examples

- Are there any other reasons why you are not yet ready?
- What else is stopping you from implementing it today?
- It sounds like you have several problems here. What else is on your mind?

Reframing Technique

Reframing uses what the other person has given you, which makes it more difficult for them to deny it. When they object, reframe their objection as something other than a 'no' so you can continue with your selling.

- Reframing the objection as a misunderstanding (and take the blame for this, yourself).
- Reframing the objection by taking the subject and turning it around.
- Reframe a small difference as being the critical difference.
- Reframe 'required specific experience' to 'relevant experience'.

Examples

- 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.