

OBJECTION HANDLING

What is an objection?

A sales objection is an opportunity for the potential client to explain why they don't want to buy.

In other words, you have not provided enough value on how you can solve their problem which implies more trust and understanding are required before they say yes.

Don't be fooled by the first objection

There are 2 types of objections. The one that sounds good and the real one so this technique will help you overcome this to handle their real concerns.



3 STEP OBJECTION HANDLING HACK

"It's too expensive." - objection

A

Appreciate the objection

"I appreciate your opinion that you feel it's too expensive."

R

Relate to the objection

"I have been doing this a long time, you aren't the first and you certainly won't be the last to say that."

T

Transition from the objection

"Apart from the fact its too expensive is there anything else holding you back from moving forward today?"

This will highlight the real objection to handle and close. You can do this three times before the prospect notices the pattern. If it takes more than 3 times you need to provide more value before trying to close.