
THE **HOSS PRATT** GUIDE TO



OVERCOMING OBJECTIONS



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The Art of Overcoming Objections

So much of overcoming objections is mindset, whether it's your mindset and the way you think, or a prospect's. Is the objection coming from another agent, a buyer prospect, a seller prospect? Is it coming from a negotiation that's going from contract to close? Just a few pointers can help you better overcome an objection, whether it's coming from a lead, an agent, or a customer, because although it comes down to many different things, the big one is *your own mindset*.



Are you taking consistent action? Recently, I was talking with a gentleman I've coached for many years. He was struggling and in a prospecting funk. He wasn't making his prospecting calls. In this case, he has to stay consistent, otherwise the weeds take over the garden, like it does with a lot of people. He's the best at what he does, so why was he

telling himself stories that were preventing him from taking action? What was going on? Whenever you hit that wall, and you don't want to make another call, you start telling yourself the story that you're "less than," that you don't have the skills, that you don't have what it takes. I told him, "I want you to know: you are the best at what you do. You can take everyone in your entire town, and you're the best prospector on the phone—hands down." And he is. So why was he self-sabotaging like that?

Why does he tell himself the stories that prevent him from taking action? A lot of this comes down to our own mindset. How do you think about yourself and the solutions you offer? How do you think about the industry you're in? All of these will determine how you overcome objections, and it's an art. You're not going to master

overcoming objections *today*. It's something you work on and you have to start with your own thinking. You have to start with your own mindset and you have to learn to *overcome objections*.



#1. Address the Objection Before It Becomes an Objection

Let's say you're meeting a seller, you've closed the appointment, and now they're your customer. What objections are they going to have throughout the transaction? Showings, open houses, or not having open

houses—these will be objections down the road. Whether it's a lead or a customer, you want to have a process.

The beginning of the process starts with setting expectations. One objection I always hear, particularly if a market's slowing down a bit, is open houses. I don't do open houses, and I know the seller is going to want me to do open houses.

“Mr. Seller, I want you to understand that there are a lot of different things we do in our marketing plan, but one of the things we do not do is open houses. Through all of our years of dealing with buyers, we found that 99 percent of the time, the people who are coming to open houses are not serious buyers. Open houses are a great way to generate leads for agents. So, if you're driving around on a Sunday and see a lot of open house activity in your market, you

might think to yourself, 'Hey, why isn't my agent doing that?' And the truth is, I'm not going to kick you out of your house every Sunday to generate leads at your expense. That's why we have an 89-Point Marketing Plan that's proven to sell homes the fastest and for the most of amount of money."

Know your stuff and understand your process. When you do, you're able to overcome these objections before they become problems. You want them to be able to see where you're taking them. You want to clearly articulate your process, and you need to be able to anticipate the possible objections throughout your process.



#2. Offer Unique Solutions

In overcoming objections, I'm not overcoming the concern as much as I'm offering a solution. In your business, what is it that you have—programs, systems, offers,

solutions—that will allow you to overcome objections?

Common objections:

- “What do you charge?”
 - “With our **Smart Seller Program**, we have a menu of commission rates. Depending on what you choose, that’s what we charge.”
- “What happens if I don’t want to be locked into a contract?”
 - “I understand you don’t want to be locked in, and that’s why we offer all our clients an **Easy Exit Listing Agreement**. If at any time you’re not satisfied with my services, you can fire me on the spot.”

- “What happens if you don’t communicate, take the listing, and run, like other agents?”
 - “That’s the reason we offer our **Communication Guarantee**. I will call you every single Tuesday. We’re going to talk about the good, the bad, and the ugly. I don’t care if I don’t have anything to say to you, you’re going to hear my voice every Tuesday.”

- “What are you going to do to market my home? I need an aggressive agent.”
 - “I understand. That’s why we have our **89-Point Marketing Plan**, to sell your home the fastest and for the most amount of money.”

If you can't offer solutions, you're toast! You must have solutions for every single prospect's pain. If you have solutions and you're able to communicate them with passion and confidence, it's easy to overcome objections. Here's the cool part: all you need is a few good solutions to really overcome every objection.

In the seller game in real estate, you need a **Performance Guarantee** that assures clients what you are offering; you're so confident in what you do that you are certain about the result. You need an **Easy Exit Listing Agreement** to make it risk-free for people to use you, and also for those who will object by saying they don't want to get locked into a contract. The biggest complaint in real estate is the lack of communication, which you can fix with your **Communication Guarantee**.

As for marketing, most agents have a three-point marketing plan. You can stand out with an **aggressive marketing plan**. Having solutions is how people will see your value. People want to know that you have a plan.

Selling is getting someone to take action on something that is good for them. The objection game isn't personal. When most people object, they are trying to protect themselves.



#3. Ask More Questions

When you ask more questions, you're able to see what the prospect's goals are, what their shtick is, what they're looking for.

When you get on the phone with your next prospect, you need to ask more questions and find out what their pain is. Every

prospect has a pain. You need to know their pain in order to convert them.

Two types of questions

- Linear: on-the-surface questions. This is where your competitors are. They never get to the nuts and bolts, the meat and potatoes. They never get to that next level. They're always on the surface. Why? Because they're asking surface questions.
- Deep: the hard questions. This is where the *pain* is. These are the questions most people don't ask, either because they're uncomfortable, or they don't have the confidence to ask them.

Example

“Mr. Seller, what could the last agent have done differently to market the property?”

“Well, he could’ve done open houses.”

Right there, I know open houses are important to the prospect, and that I have to have a solution to overcome that objection. But I also know that I have to dig deeper to find the pain. Most agents will just skip to the next question. Not you. You have to dig deep and find where the pain is.

“Well, Mr. Seller, why are open houses important to you?”

He’ll give you the onion, and you peel it back, layer by layer. Take that Band-Aid and rip it

off! You want to do this with every prospect, because this is where you lead people so they see the value in you. This is where you establish that they can't do this without you, because you're the expert, you're the authority. By asking questions, you'll get your prospect to open up.

“Well, that's what is going to get the property sold. I'm looking for an aggressive marketer.”

Now you have the answer! You know he's looking for an aggressive marketer—and you have the solution.

“Mr. Seller, I understand you're looking for an aggressive marketer. That's why we have our 89-Point Marketing Plan, so

that we can get your property sold for the most amount of money in the fastest time possible. Our sellers absolutely love this program! Now, let me ask you, when do you need to be in Seattle by?”

Here’s a great rule of thumb: If you can, take the conversation three levels deep, where you’re able to reinforce the solution by finding the pain. Then you can go to the next question, the next pain, which is going to be *time*.

If he’s looking for aggressive marketing, there’s a time frame in mind. If there’s been a lack of marketing, he’s already behind. This would be a good time to plug in your performance guarantee.

“I’m confident that our 89-Point Marketing Plan will get your house sold in time. That’s why we back it up with our 29-Day Performance Guarantee. Are you familiar with that, Mr. Seller?”

If you make enough prospecting calls and deal with customers on a consistent basis, you will not see many calls venture from this format. Most calls are like this.

Keys to Success

- Slow down
- Ask more questions
- Find their pain
- Reinforce the solutions

“Most people don’t listen with the intent to understand; they listen with the intent to reply.”

It’s true, isn’t it? We all do that, and we’ve all experienced that. I challenge you to be *intentional* with listening and letting your prospect talk. Any time your prospect is talking, you’re winning. Any time they’re talking, you’re doing good. The goal, then, is to keep your prospects talking as long as you can. The more they’re talking to you, the more they’re connecting with you, the more they see you as an authority. Simple rule: the more talking they do, the less talking you do.



#4. Know Your Prospect's Desire

They are at point A and they want to go to point B. Point B is victory, it's success, it's the gold star of where they want to be. Their destination is their desire. Do you know where they want to be? Do you know how fast they want to get there? You have to know your prospect's desire. Why? Because

between point A and point B, there will be objections and challenges, and you want to be able to anchor that in victory. I call it “selling victory.” How can you keep their eye on the prize if you don’t know what that prize is?

Example

“What are you going to do to market my property?”

“If there’s any marketing plan in the business that will get you in Seattle in the next sixty days, it is my 89-Point Marketing Plan. It’s what’s going to get you there, fishing, before the end of the season.”

The more you sell victory, the easier it is to overcome objections. Politicians, for example, are great at selling victory. They stick to their talking points and don't worry about the details. During the 2016 election year, Donald Trump and his message, "Make America Great Again," beat out a bunch of other Republicans and won the people over. Why? How did he get to this point? Because he honed in on the people's *desire*. What's the desire? To make America great again. How are we going to do it? We're going to build a wall; we're going to do x, y, and z. He doesn't get into many details. He just anchors his message in victory.

If we know what the victory is, then we're able to provide the solutions. Why do I always say, "We can sell your home the fastest and for the most amount of money"? Why? Because that's what everyone wants!

I'm anchoring victory every time we're communicating.

Don't get down in the weeds, don't get down in the details. If you do, it leads to more questions and more uncertainty.

Example

“What are you going to do differently to market my property, Mr. Agent?”

If you reply by going down a list of what you're going to do, you're toast. What they're really saying is: “Tell me you have a plan to sell my home the fastest and for the most amount of money.”

They don't want to know that you're going to put the property on MLS, write an awesome description of it, take professional

photos, produce color flyers, bring in local brokers, and have those brokers put their eyeballs on it. Why would you be telling them all these details anyway? *You're* the marketing expert. If you go down the laundry list, you're positioning yourself to be interviewed by someone who doesn't have a clue about marketing. Most people don't know a fraction of what you know as the marketing expert.

So many people lose conversion because they feel the need to get down and dirty with the details. Stay linear on the details. Most people ask questions and have objections because they're trying to talk themselves out of something; they're trying to prevent themselves from acting. You need to know that, and you need to help them make that decision. The less questions it leads to, the better. Why? Because, let's face it, the

details aren't important. It's important that you have a plan, that you have the solutions.

What is victory? What is bull's-eye? What is success to your prospect?

#5. Memorize and Internalize Your Scripts

Know that words are currency. Words are money. If you can take my scripts and use them and make them your own (internalize them), then I have succeeded. I know that if I teach you what to say, why to say it, how to say it, and with the energy you need to say it, you're going to succeed in the marketplace. When you say the right words so many times that they become engrained in you, you'll never have to worry about another closing again. If it's in you, it's reactive. The words just come out of your mouth. That's when it's the most authentic. That's when the most positive vibes come from you. That's when you look like you're having fun, when you know what you're talking about, like you're a force to be

reckoned with. If you're stuttering and stammering over words and you're rambling on, talking about things you don't need to be talking about, and you're saying them with low energy, that's when you're going to hear objections. That's when your prospect is going to ask you, "How long have you been selling real estate? How long have you been in this game?"

I've done more than a thousand seminars in forty-eight states. I've done a ton of speaking. I'm 35 now, and I got a lot of it done when I was younger and looked really young. I remember being on the road and getting that question: "How long have you been selling real estate?" I always had to overcome that objection. And I would always have to overcome the objection when I didn't go into speaking with enough confidence, didn't have my content

memorized, or didn't have enough energy. Whenever I'm prepared, know my content, and have the right energy, I never hear those objections.

I learned early on, even before I got into real estate, how to overcome objections. I was a door-to-door salesman. I knocked on hundreds of thousands of doors, a hundred doors a day for years. I learned that if I could just stick to what I say, then it would be hard to get me off topic and straying from the goal. And that's the case with you. You need to memorize and internalize your scripts.

Internalizing means that you *own it*. You make it your own. Know your energy and how you say it, the way you enunciate, your volume, your pace. All these things are important, and the more you do this, the more face to face you get with people, the more in front of people you are, the more

appointments you're going out on—the more that it's all getting engrained in you.

Remember, don't sit too long, because the weeds will overtake the garden. Get to work! The more you do it, the better you get at it. Repetition is the mother of all skill. Repetition is what will make you the master of overcoming objections. It's not as easy as just knowing it; you have to experience it.

In overcoming objections, you need to *hear* more objections than everybody else to learn how to overcome them. I've heard thousands and thousands of objections, to the point that hearing them has become almost automatic—my responses are conditioned. When you hear the next objection, don't start telling yourself a story of why you shouldn't be doing this, why everything's wrong, why you should be doing something differently, and so on. You

don't want to go there, and part of this is mastering the mind game.

I'll never forget, back in my door-to-door salesman days, it'd be 1 o'clock in the afternoon and I'd thinking to myself, after knocking on eighty doors and getting eighty of them slammed in my face: *Why am I even doing this? They're just slamming the door in my face. These people don't want to hear from me. I'm a solicitor.* Meanwhile, I'm making \$350,000 a year. I'm making more than doctors and lawyers, and yet I'm hearing this story in my head, beating myself up, not wanting to do it.

That's when I learned: the game starts from within.

When you have your endgame dialed in, you won't get those objections.



#6. Exude Enthusiasm, Confidence, and Positivity

“The only way on Earth to influence another fellow is to talk about what he wants and show him how to get it.” – Dale Carnegie

- **Enthusiasm:** This is the number one thing the greatest salespeople have. Enthusiasm is what gets people to take action. We've all heard someone say, "Whatever they're selling, I'm buying!" In face-to-face interactions, it comes from smiling, hand gestures, carrying yourself with a little speed, walking a little faster. It's being more fun, less stiff, more loose. Enthusiasm over the phone is laughing, talking a little faster, putting emphasis on certain words. It creates energy. It creates enthusiasm! The more you know your script, the more you can master how to say it.
- **Confidence:** Know what to say, how to say it, and when to say it. If you can say it without having to think about it, they won't have to second-guess you.

Confidence is earned. It comes from within.

- **Positivity:** Have fun with what you're doing! If it's 1 o'clock and you've knocked on eighty doors, it's easy to say, "I'm tired. I've been beat up all day. That's it! This day's done! I don't even know why I do this. People don't even want to talk to me today. It's hot out here. I'm sweating. It's humid. I'm going to go get a tea." Positivity is what pushes you to have the same confidence with the last twenty appointments that you had with the first eighty. If you didn't get it with the first eighty, then you know your sales are coming from those last twenty, so you better give those people the same level of enthusiasm, confidence, and positivity you had in the beginning,

before you heard the first fifty objections. If you haven't set any appointments in the last three hours, don't make the next round of calls feeling sorry for yourself. Call those last people with more enthusiasm, confidence, and positivity than ever before.

If you can become the most positive and enthusiastic person you know, your income will skyrocket. In sales, dealing with the public, they need these things to get them to take the action that's good for them.

* * * * *

The art of overcoming objections is not personal—at all. It has nothing to do with

you. Always remember: objections are the way people protect themselves. It's how people give themselves an out, just in case. Everyone does this, and you have to make it easy for them.

So, let's summarize:

1. Address the objection before it becomes an objection.
2. Offer unique solutions.
3. Ask more questions.
4. Know your prospect's desire.
5. Memorize and internalize your scripts.
6. Exude enthusiasm, confidence, and positivity.

The more consistent you are, the better you're going to get at it. It doesn't take a long

time. It literally only takes two weeks of consistent effort to get good at converting prospects. You'll know what to say and have the confidence and tonality to overcome objections.

Actions to Take

Write down ten to fifteen phrases and create a playlist with some videos on YouTube for each:

- “We sell homes the fastest and for the most amount of money.”
- “Nobody sells homes quicker than we do in this subdivision.”
- “Our certified pre-owned program sells homes for 4.8 percent more money and twenty-eight days faster than the MLS average.”
- “Our team outsells other agents 10 to 1!”

Just like politicians, you need to have your talking points, and you want to have your one-liners, those statements you can consistently use to overcome objections and train people (buyer agents, listing agents, telemarketer, inside salespeople, your assistant) so they are always on the same page with your words and your message.

Keys to Success

1. Have the right mind-set.
2. Set expectations.
3. Offer solutions.
4. Ask more questions.
5. Internalize your scripts.
6. Always exude enthusiasm, confidence, and positivity.



ABOUT THE AUTHOR

Hoss Pratt is an in-demand keynote presenter and trainer at all the major real estate conventions and live events in the U.S. He shares the stage in these settings with other nationally recognized industry superstars. Hoss was recently nominated for Real Estate Marketer of the Year for Listing Boss, the definitive and most powerful lead generation and conversion system available. Listing Boss boasts more than two thousand members nationwide.

The latest from Hoss, Presentation Boss, positions real estate agents to succeed in the new digital era of real estate. Are you prepared to dominate your market? For a free one-on-one Strategy Session, contact us today!

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