

# How to HANDLE Objections Free guide

2-step method that works!  
....and will help you close  
more deals everyday.



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BRINGING POTENTIAL TO REALITY

# Difference between answering and handling objections

Objections are a huge problem for many salespeople, because they don't handle them, they answer them.

Sales get stuck, you can't move them on any further until you handle the objection.

Does your company have a list of pre-prepared objections? Well I must break it to you, using those very objection prepared answers may be the key reason why you are not closing deals.

Two simple steps to handling an objection that if you take these two simple steps, apply them to your closing of sales, I guarantee you will close more deals, make more money, and be a more successful salesperson

*Keep reading this free guide, let me help you!*

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Now to understand the difference between handling objections and answering them let's think about active listening.

If you're actively listening, you're giving someone your full attention. You're listening to what they're saying and how they're saying it. You're watching their body language, and you're looking for the things they leave unspoken. You're listening to understand.

What you're not doing when you're actively listening is thinking about what you're going to say next.

If you answer an objection with an immediate reply, it shows you haven't been listening properly. And if you answer an objection with a pre-prepared reply, it's even worse, because you'll sound insincere, and chances are your response won't align with your prospect's concern.

So, there's two things you do when you're handling an objection.

1. First you acknowledge it.
2. And then you define it.

Let's take the classic objection around price as an example.  
Your prospect might say, "Oh, that's too expensive."

So, if you're handling that objection, first you acknowledge the way they're feeling.

**Acknowledgement.** "I understand this is a very large investment for you."  
By doing this you show that you're listening, and you respect what they're saying.  
Then you **define** the objection. And by **define**, I mean dig deeper to find the real problem behind the objection. So, you might say something like:

"Can you tell me what parts of the proposal felt too costly for you?"  
And then you stay quiet, let them talk, and listen, because there's another objection on its way and you need to handle that the same way.

**That next objection might go along the lines of**, "Actually, it's not one piece, it's the whole thing. It's way more expensive than I thought it would be, and I really don't think I can afford it."

**Acknowledgement.** "I understand it's a really large investment for you."

**Define.** "At our meeting last week, we talked ballpark budgets (because you should always do that at the discovery meeting), and this fits the budget you outlined. Has something changed since then?"

Then they might say, "Look, this is a great proposal, but your competitors come in at half the price."

**Acknowledgement.** "Fantastic. I'm glad you got another proposal. I'm really glad to hear you're comparing services and the benefits that you'd receive."

**Define.** "But can I ask, are the proposals exactly the same or are you only measuring it on price?"

And if they go, "Well price ..."

**Acknowledgement.** "Well I understand that price is really important."

**Define.** "But are you able to show me the proposal? You don't have to show me the price, I'd just like make sure they're offering you the same things we're offering you to make sure the proposals are exactly the same."

Remember by the time you get to this point; you've created significant rapport with your prospect.

If you've built enough trust it shouldn't come down to price. Some sales do come down to money. You'll get a bit of that.

But!.... **53% of people buy because of the sales experience you've given them.** Only 19% buy on product and price. So, when you get to this point, if you're selling on price, you've probably done something wrong along the way. Now there's a variety of other objections you might get.

### **Another classic one is**

"Look, I'm just going to run this past my business partner."

Again, this objection indicates you haven't done your work in the discovery phase. Most people don't want to decide on their own. If it's a big investment in time or money, they'll want to run it past a colleague. You need to know that before this meeting because you want that colleague there. Because let me tell you, it is very hard to handle objections from someone who's not in the room. So, if you did ask that question, you can acknowledge their concern,

**Acknowledgment.** "Okay, well I understand it's a significant investment. You would want to run that past somebody."

**Define.** "However, when I spoke to you last time, you said that you could make the final decision. Has something changed?"

### **Another objection.**

"It really does meet all my needs and it really does match everything we talked about. I'm just not in a position to proceed right now."

This objection is a signal that you've missed answering some of their concerns, because that's all an objection is, it's just a sign that you haven't answered all their questions and made them feel comfortable enough to buy.

**Acknowledgement.** "Okay, it's a big decision. I totally understand."

**Define.** "In our previous conversations, you didn't give me any indication you wouldn't be proceeding at this time. What questions haven't I answered? What haven't I told you because it looks like I've missed something important?"

## **The biggest mistake salespeople make when it comes to proposals.....**

is not paying attention to what they learned in the discovery, and not creating the proposal in collaboration with their client. They work on it on their own and when they present it, their client has no idea what to expect. And so, of course, they're not prepared to buy, because the salesperson didn't take them on the journey.

On the flipside, if you've worked with your prospect, objections generally melt away as you've handled them along the way.

If you're getting objection after objection fired at you when you're presenting your proposal, it's a sign you haven't done your job and uncovered their unmet needs.

## **Now I've been on a few sales training courses where they give you snazzy answers to common objections.**

When I was selling advertising services, we were taught how to handle the social media objection, because when social media was new you could get really good organic reach and so lots of businesses stopped advertising and started using social media instead. So, we were taught to have these clever answers to objections, like "Oh, well, how are your customers finding you on social?"

But all this did was make our prospects feel like we thought they were a bit of a fool. And nobody likes feeling stupid. You can alienate people in seconds when you answer an objection instead of handling it.

Now of course what we should have done is acknowledged them for being smart marketers, "That's great you're doing so well on Facebook. Social media is a great way to build your business. Well done you for having your business

Define. "So, can you tell me how you attract people to your Facebook page?"

You see how these are two totally different ways of dealing with objections?

**Objections are the part of the sales process** where many salespeople become unhinged. They get all defensive. They start defending their product, and they refuse to acknowledge and validate their prospect's concerns.

Don't ever do that, because if you do that you're making it all about you and you've lost the sale.

***Now go out there and give this simple two step handling of objections a try. Want to learn more of these 'creating great salespeople' ideas?***

Thank you for downloading this free guide, we hope it was an immense help for you to handle objections.

If you would like to know more – check out our website, join our facebook page, or reach out to our founder & curator Di Murphy on LinkedIn

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