

Uncovering the Real **Objection and** **Objection Exercises** Part 1 of Objection Exercises

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A Perspective 101 Series



Uncovering the Real Objection

There are **four basic reasons** that people will not buy from you.

They are:

- **Skepticism:** When a client expresses doubt about some aspect of your product or service.
 - **Example:** “100,000 in circulation? Everybody says their circulation is the largest.”
- **Indifference:** When a client expresses satisfaction with a competitive product or service.
 - **Example:** “I’m very satisfied with my ads in *the Newspaper!*”
- **Misunderstanding:** When a client lacks information or is misinformed about your product or service.
 - **Example:** “I don’t have an ad ready for you now.”
- **Drawback:** When a client dislikes or is dissatisfied with something about your product or service.

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You must be able to identify these objections and handle them.

The following are suggestions on how to overcome each objection.

Uncovering the Real Objection

Skepticism:

Clients are often skeptical because:

- A competitor told the client something that **planted doubts** about your product or service.
- The client was **dissatisfied** in the past by a salesperson's claims.
- When a client expresses skepticism, you **make a proof statement**, any reference or piece of information that proves the benefit in question.

Commonly used proof sources are **brochures, demographics, testimonial letters, and third party reference.**

Your proof statement for handling the skeptical example might be:

“120,000 in circulation? Everybody says their circulation is the largest.”

“Let me show you how we can guarantee our circulation. We have **(CVC) Circulation Verification Council** which means that we are audited by a third party constantly to verify our circulation and that we are not just throwing out numbers.

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Indifference:

Clients are often indifferent because:

- They are satisfied with a **competitive product or service** and are **unaware** of what your product or service can do that the competitions can't do.
- They are **resistant to change** and see no reason to "rock the boat."
- They are satisfied with an **internally** developed system or procedure.

Your strategy with an indifferent customer would be to **ask questions** to uncover unrealized needs for your product or service. In order to help the clients to **"see"** unrealized needs, you must guide him or her into **revealing problems** that could be solved or dissatisfactions that could be alleviated by your product or service.

Your questions technique for the indifference example might be:

"I'm very happy with my ads in The Newspaper!"

"If I could find a way for you to reach a targeted audience and develop more business for you, would you be interested?"

Your goal is to uncover needs that can be met by exclusive benefits of your product or service!

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Misunderstanding:

Clients often have objections due to misunderstandings because:

- A **competitive** salesperson has given false or misleading information.
- Someone other than a competitive salesperson has given **false or misleading** information.
- The client **doesn't understand** something you've said or doesn't understand something that has been presented in written form such as a proposal, product literature, contract, etc.
- The **client is confused** because you and a competitive salesperson use different names to refer to the same thing.
- Your strategy in handling a misunderstanding is, again, **to ask questions**.
- You handle a **misunderstanding** as if it were an **opportunity!**

In other words, once you have a clear understanding of the problem, you:

Ask questions to confirm the customer's need.

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Make a support statement to clear up the misunderstanding.

Your questioning technique for the misunderstanding example might be:

- “I don’t have an ad ready for you now.”
- “If you don’t have an ad ready now, would it help to review what you have done so far?”
- “If I could put something together for you as a **spec ad**, would this help?”

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Make a support statement to clear up the misunderstanding.

Drawback: Clients often have objections due to drawback because:

- Your product lacks a **benefit** provided by a competitive product.
- Your product has a feature that the customer **dislikes**.
- Your product is **more expensive** and prospect **cannot see** added value.
- The client is using the drawback as a **smokescreen** to hide something else, such as loyalty to another rep.

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Make a support statement to clear up the misunderstanding.

Your strategy in handling a drawback is to minimize its importance to the customer.

By making the customer aware of the benefits of your product, you can outweigh the drawback.

To accomplish this, you must:

- Remind the client of **benefits** already accepted.
- If necessary, **ask more** questions to uncover needs.

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One way to minimize the importance of a drawback is to **remind the client of benefits already accepted** (during the call or on previous calls with the client).

This helps the client remember what he or she previously agreed was important.

- Obviously, you don't have to remind the client of every accepted benefit. You **remind the customer of only those benefits you feel will help to minimize the importance of the drawback**. These benefits will most often be exclusive benefits of your product.

Your response to the drawback objection example might be:

“Your costs are too high!”

“Well, let's review what you're getting for your money. You said you needed to **reach the customers** in the Area A and Area C. We agreed that with our **targeted circulation**, you could reach this objective and this would help you to increase your business.

Has anything changed since the last time we talked?”

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Summary

- **Skepticism:** When a client expresses skepticism **OFFER PROOF!**
- **Indifference:** When a client expresses indifference **ASK QUESTIONS!**
- **Misunderstanding:** When a client raises an objection due to a misunderstanding, **ask questions** to confirm need and make a support statement to clear up the misunderstanding.
- **Drawback:** When a client raises an objection due to a drawback, remind the client of **benefits** already accepted and, if necessary, **ask questions to uncover needs.**

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