

Objection Exercises

Part 2 of *Uncovering* the **Real** Objection and Objection Exercises

Presented by J.W. Owens



A Perspective 101 Series



Objection Exercises

- **Everybody knows I'm here!**
 - Terrific! Do they know what you're offering?
 - How do you know that everyone knows that you're here?
 - How long have you been here?
 - How are you letting everyone know you're here?
 - Great! How are you letting newcomers know you're here?
 - Do you mean everyone in the immediate area?
 - Where do your customers come from?

Objection Exercises

- **Advertising doesn't work!**

- What types haven't worked for you?
- Why doesn't advertising work for you?
- What advertising have you done?
- Have you ever advertised?
- What kind of results were you looking for when you advertised?
- What kind of responses were you anticipating?
- What does work for you?
- How long did you try advertising?
- Have you advertised to the right audience?
- How did you measure the results of your advertising?
- Would you like to learn how it could work for you?

Objection Exercises

- **Everybody reads the daily newspaper-everybody I want, anyway!**
 - Why do you feel all your potential customers read the daily papers?
 - Do you want only the people that read the daily paper?
 - Are you aware that the daily newspapers are reaching on 1 out of every 4 people, because the only people that get them are the ones that subscribe to them?
 - What kind of people would you say read the daily newspapers?

Objection Exercises

- **I don't want to advertise!**
 - Why is that?
 - Have you ever advertised?
 - What kind of advertising have you done in the past?
 - How do you let people know what services you have to offer?
 - You're not currently advertising? Could you be losing potential customers (i.e. newcomers) by not letting them know the services you provide?
 - You don't advertise? This could be a factor in the growth of your business. Would that be a concern for you?
 - Are you currently running your business at full capacity?

Objection Exercises

The weekly papers are too full of ads!

- You've read our papers, haven't you?
- Why do you think our papers are so full of ads?
- In what way is this a concern for you?
- Yes, our papers are full of ads. We've been very successful in helping businesses like yours to grow. People advertise in our papers because it works! How do you feel about using a proven, successful media?
- If it didn't work for all these people, do you think they'd continue to advertise in our papers?
- Why do you think it's so full of ads?

Objection Exercises

I'm not interested!

- I understand that. If you had been thinking of using our papers, you would have called me. ABC Cleaners down the street felt the same way until we shared some new ideas that helped them increase their business. I would like the opportunity to do the same for you.
- Was there something specific about the concept that concerns you?
- May I ask why?
- Have you really thought about advertising?
- Are you interested in expanding your business, letting people know you're here and what your business is?

Objection Exercises

I don't have time to sit with you every week!

- I'm busy, too. I really won't have to sit with you every week, unless you want me to.
- Is time a problem for you?
- After our initial meeting, most of the work will be done in my office, therefore you won't be tied up for any length of time. When can we schedule our first meeting?
- I can see that time is a concern for you, like it is for me. That's why I would like to set up an annual campaign, so that your business will stay busy all year long.
- What amount of time would you have available?
- Would you make time if you could improve your business?
- How much time do you think we need?

Objection Exercises

People don't read your papers - I don't!

- If people didn't read our papers, we wouldn't have so many advertisers wanting to advertise with us. Don't you agree?
- People don't read our papers? What makes you say that?
- If people didn't read our papers, how could we have experienced such tremendous success?
- Many of our advertisers have been with us for years; do you think that if no one read our papers, they would've stayed with us?

Objection Exercises

I've been advertising with the daily paper for year!

- I'm glad to see that you understand the need to advertise! We are not trying to replace what you are doing. We only want to compliment what you are doing.
- Terrific! What have been your results?
- What product or services are you currently advertising? Are you reaching all of your potential customers?
- Are you completely satisfied with the results, or do you feel you could expand your market?
- What other media do you use?

Objection Exercises

It's not the kind of image I want!

- What kind of image are you looking for?
- Is image a major concern for you?
- How can your image be best portrayed in an ad?
- What kind of image do you feel our newspapers portray?
- Would image or results be the major factor in where to advertise?
- What type of image would you like to bring across to your potential customers?

Objection Exercises

See me after the first of the year! Call me after summer-my slow season!

- Are you going to close until then?
- Do you make all your advertising decisions after the first of the year?
- Most successful advertising campaigns are planned long before holiday and seasons. If you plan now, you can avoid your slow season.
- If you're not prepared to make a decision now, maybe we can start planning your strategy for the next 12 months?
- The first of the year is xx months from now. If I could show you a way to begin building your business now, would you be interested?
- What will you be doing to build your business between now and the first of the year?
- What are your advertising plans until then?
- Are you running at full capacity until then?
- Would you like to increase your business before the first of the year?

Objection Exercises

I'll take one of those little ads!

- Has that been effective for you?
- Good start! But will that give you sufficient coverage, enough room to get your message across, project your image, and give you credibility?
- Great! We can try this now and see what your results will be. However, we have found that the larger the ad, the better the results. Would you agree with that?

Objection Exercises

I don't really have time for this!

- We all have the same 24 hours every day. Would you agree that we must spend them as efficiently as possible? By spending a little time with me now, we can ensure you won't waste your time later.
- I can see you're very busy right now, and I just popped in to introduce myself and my paper. I would like the opportunity to visit with you and discuss how I may be of service to you. Are you available on Tuesday or is Thursday a better time for you?
- I can see you're very busy and that's good. We can show you ways to save time by picking up your copy and paying in advance every 2 weeks. Does this make sense to you?

Objection Exercises

I ran an ad in your paper before. It doesn't work!

- Do you have any idea why?
- How long did you run the ad? When did you run it?
- What kind of response were you expecting?
- What results were you anticipating? What services, market, ad size, length of run, etc.? Why do you feel it didn't work?
- Were you in the same business then? How long ago was this?
- We know advertising works. If it didn't, Coca Cola, McDonalds, Burger King, Pepsi, etc., wouldn't be spending millions of dollars every year on advertising. You just have to do it long enough and be effective. Do you have a copy of the ad you ran?
- Why weren't you satisfied?

Objection Exercises

It's not my type of publication!

- In comparison to what?
- What do you expect from a publication?
- Why do you say that?
- What type of publication do you prefer?
- Who would you like to reach through your advertising?
- In what way do you feel our papers can't meet your needs?

Objection Exercises

Why are you asking me all of these questions?

- Because I want to help you grow your business. If I can help you be successful, then I am doing my job as your consultant.
- I'm interested in you and your business. Perhaps our papers can help you build your business. We've helped others like you meet their marketing goals. If we could help you increase your cash flow, and your business, would that be of interest to you?
- For me to better serve all of my clients in this area, it really helps for me to understand you and your businesses.
- Would you agree, the better I know your business, the better I can help?
- We are sometimes like doctors. When you have a problem and you go to the doctor, he really can't help you unless you tell him what is wrong. We are the same way. For us to do a good job for you, we need to find out what your problems are, and then we can make the right recommendations.

Objection Exercises

You want me to discount my prices for an ad? I never do that and never will!

- What kind of ad do you feel will draw for you?
- What goods or services do you offer that are unique, that no one else offers?
- You certainly know what's best for your business. What other message would you like to convey?
- I understand! So name recognition through repeat advertising is more important to you, correct?
- Tell me what message you want to get across to your particular customers.
- I see that you provide customers with quality goods and services. Do you feel that if you put enough emphasis on that aspect that will be enough to draw your potential customers?
- Your competitors are offering discounts. Is your message strong enough to compete with that?

Objection Exercises

Why do you want me to advertise?

- Because if you don't advertise now to grow your business, you'll be advertising to sell your business.
- As a marketing consultant, it is my job to help people like you to expand and grow your business.
- I'd like to help you build your business. Isn't that what you want?
- I feel you can get new customers, don't you?
- Why do I want you to advertise? Because we know advertising works. If it didn't, do you think companies like Coca Cola and Pepsi would be spending millions of dollars every year on advertising?
- Why wouldn't you want to advertise?
- It's not what I want that's important, but what you need, right?
- Because I believe it will build your business, don't you?

Objection Exercises

I don't have the money! I can't afford it!

- I can appreciate that. I have a family myself. But quite honestly, you can't afford not to advertise. Advertising has got to be part of your budget, just like any other business expense.
- I understand. If I could help you design an advertising campaign that would fit your budget and get you results, would you be interest?
- Do you have a budget?
- Do you have any co-op fund available?
- Can you afford not to increase your business?
- Do you think increased traffic might help alleviate some of your current cash flow problems?

Objection Exercises

I don't want to buy anything!

- I'm not trying to sell you anything
- That's fine. I'd like to take a few minutes to learn more about you and your business. Maybe we can share some ideas and see if the service I offer can be of value to you.
- Do you agree that most of us don't like to be sold anything, but most people, including your customers, like to buy if they see something that is of value to them? By using our network and target marketing, we can help you attract potential customers.

Objection Exercises

I'm too busy!

- When are your slower periods?
- Are you busy all the time?
- Would tomorrow be a better day for you or would you prefer I come back next Monday?
- I can see that I've caught you at a busy time. Your business is obviously quite successful. That's great! I'd really be interested in knowing how you've built your thriving business. Will you share some ideas with me?

Objection Exercises

Let me think it over. I'll let you know.

- That's probably a good idea. Let me go over just a few points to make sure I understand how you feel about it.
- Just what is it that you want to think over?
- Ben Franklin had a good idea that used to help him make the right decision. He would take a piece of paper and draw a line down the middle. On one side, he would list all of the disadvantages of the plan, and on the other he would list the advantages. He would then choose the side with the most reasons. Would you agree that this is a great way to help you think it over?

Objection Exercises

The last rep I had made a mess of my account!

- What would you do if you were the manager of our papers and you had a representative that messed up accounts?
- He/she is no longer with us for that reason. You think it's fair to give me a chance to show you what I can do, don't you?
- Please, Don't blame me for things that happened in the past. I am only concerned with how your account will be handled in the future. I want you to be my client and I want to earn the right to do business with you.

Objection Exercises

It costs too much!

- If you feel the investment is too high, I must not have explained the value to you well enough.
- What did you have in mind as an investment?
- I see cost is of concern to you, isn't it?
- The cost for the value and response you receive pales in comparison to the results you will achieve.
- I can certainly understand your concern for keeping your advertising costs down. That's why you'll want to receive the most value and response possible, for every dollar you invest, won't you?
- Is the size of the ad a concern for you?

Objection Exercises

I'm already running!

- **Great!** I'm glad to hear that. I hope that you have been getting a good response.

We have found that by doing advertising with us, you'll be sure that everyone is getting your message.

Objection Exercises

The sure fire way to overcome objections:

- I can certainly understand how you might **FEEL** that way.
- Most of our current advertisers have **FELT** that way before they advertised.
- What they have **FOUND** is because of our vast circulation and readership; they can target markets and achieve their marketing goals.

Objection Exercises

Sell Benefits

- Over 120,000 in circulation
- 99.1% readership
- Longer shelf life
- Delivered right to your Mailbox
- Free publication
- Advertiser can target markets

Objection Exercises

Fact!

- **Sixty-three percent** of the top salespeople say they make the sale after the **fifth visit!**
- Yet we know that **70%** of all salespeople **never ask for the order** when the time comes to close the sale.

Objection Exercises



This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



J.W. Owens - 561-372-5922
results.jwowens@gmail.com

A Perspective 101 Series



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