



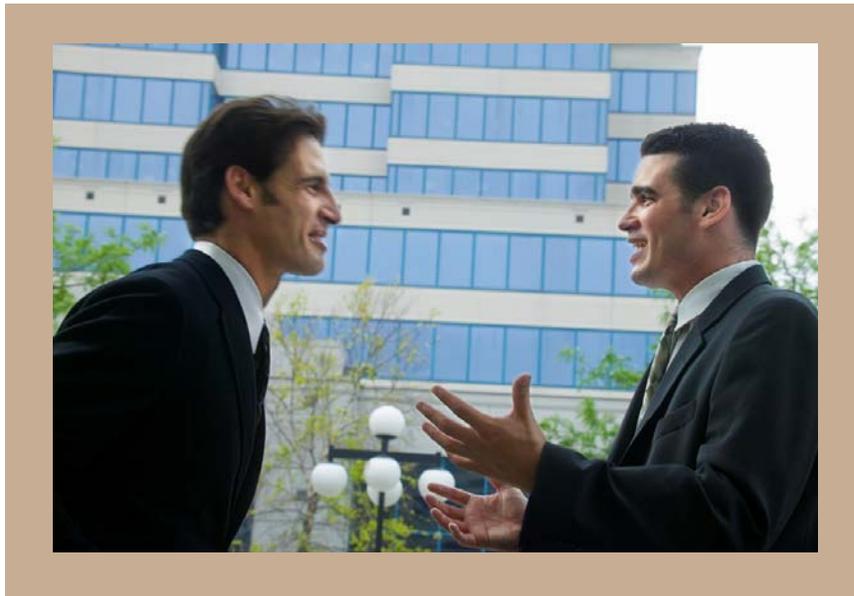
# The Leadership Institute

*Lighting the Way*

## ANSWERING THE CLASSIC SALES OBJECTIONS

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### Participant Module



The Leadership Institute

*Lighting the Way*

*“Inspiring Dreams, Realizing Potential”*

WELCOME

OVERVIEW



## 1. WELCOME

## 2. OVERVIEW

Customers at various stages of a sales presentation come forth with objections for a variety of reasons. Today we'll discuss not only those reasons, but how to handle them.

The topics of today's discussion include:

- **4 Categories of Objections**
- **Stated vs. Unstated Objections**
- **When do Objections Occur?**
- **The 5 A's of Handling Objections**

### **Objections—opportunity or heartache?**

Some sales professionals view objections as a threat or take them personally. Remember that objections are actually opportunities to continue working with your potential customer to answer questions and clarify how your product or service can fit their needs. If you do enough prep work to understand your customers' needs, you should, with a little practice be able to answer objections easily.

**Remember that an objection is an opportunity in disguise—if the advertiser truly did not want to work with you, he or she would've had you removed from the building!**



## 4 CATEGORIES OF OBJECTIONS

### 3. THE 4 CATEGORIES OF OBJECTIONS

Imagine 4 baskets, if you will. Now imagine every single objection you've ever heard. Most of them can be boiled down into one of these 4 baskets or categories. The baskets represent the following reasons for objecting:

*No Money... "I just can't afford it."*

*No Need... "I really don't need it."*

*No Hurry... "I'll get it later."*

*No Trust... "I want to check around."*

Objections come in all shapes and sizes, but no matter what the objection, they generally fall into the categories listed above.

For example, suppose the customer tells you he doesn't like weekly papers. This means, quite simply, the customer has no trust in a weekly paper and its ability to generate results. It is your job to manage the objection by showing the customer just how your product will help generate the results he or she needs. Because you cannot change whether or not your paper is a weekly product, you must focus on how your paper can fill your customer's need on other levels.



STATED  
OBJECTIONS

UNSTATED  
OBJECTIONS



## 4. TWO TYPES OF OBJECTIONS

Within the categories we just discussed, there are 2 types of objections—Those the customer tells you about—STATED; and those the customer doesn't tell you about—UNSTATED.

**A. Stated Objections**-- customer tells you precisely what is on his or her mind and should be easy to answer (remember you can only answer objections if you've asked enough questions to gather information.)

- *"We can get a lower price from Solaray."*
- *"Right now is a bad time for us."*
- *"I'm going to wait until after the first of the year."*
- *"Your paper wrote a nasty story about my business and I just don't want to run in your paper."*

**B. Unstated Objections**—can be a problem. Unless you uncover them, you cannot answer them. In many cases, customers don't want to hurt your feelings, so they don't say:

*"I don't like you, your products or Nature's Way."*

*"You're too high pressure and pushy."*

*"I heard you're in financial trouble."*

*"You're a German company. I only buy American."*

Ignorance is NOT bliss when it comes to objections. Unless you understand your customer's concerns, it is next to impossible to answer or address them. In some cases, you simply need to ask the customer directly:

*"What are you thinking right now?"*

*"Is it me? Is it our products? Is it the promotion?"*

*"Am I too pushy? Too high pressure for you?"*

*"Have you heard something that disturbs you?"*



## WHEN DO OBJECTIONS OCCUR?



Although this may not be a pleasant experience, it is imperative that you give the advertiser the chance to tell you what is truly bothering them. Reassure them that they have your ear-- *"It's okay, you can tell me, I won't be upset."*

### 5. WHEN DO OBJECTIONS OCCUR?

Objections can occur at any time during the sales process, but they most frequently happen:

At the beginning of a sales presentation.

*"I told you before, I am NOT interested in buying from your paper."*

After a benefit statement.

*"There's NO way your product reaches all of the households in my market."*

Following a closing question.

*"I don't think I'm interested."*

Remember that your primary role in the sales process is to determine your advertiser's need and educate them on how your product will fill that need.

Unfortunately, if an objection occurs too soon in the sales process, and you haven't had a chance to ask enough questions, you may not be able to address the objection. While you shouldn't ignore an objection, you can address them later in your sales presentation.

*"That's a very good point you bring up, Mr. Smith. I can understand your concern; do you mind if I jot it down and answer it later after I've had a chance to ask you a few questions?"*



TLC- THINK LIKE  
A CUSTOMER

WHEN DO YOU  
HANDLE  
OBJECTIONS?



## 6. TLC= THINK LIKE A CUSTOMER

How can you effectively reduce or eliminate many of the objections you'll potentially receive from a customer? Learn to think like them, of course! During the sales process, your customer is thinking:

Do I want...

- ...*your product or service?*
- ...*to invest time or money?*
- ...*it now?*
- ...*it from your company?*
- ...*it from you?*

Notice that each of these questions focus on the customer's self-interest. Objections typically occur because the customer either does not understand or does not believe that your product or service can solve their problems. Your presentation must convince them otherwise!

## 7. WHEN DO YOU HANDLE OBJECTIONS?

Objections can occur at any time during a sales presentation. And while you need to address all of them, *when* you address them may change depending upon the situation.

ANSWER  
OBJECTIONS...

BEFORE THEY  
ARISE

AS THEY ARISE

LATER IN THE  
PRESENTATION



Answer objections...

**A. Before they arise**—anticipating your prospect or customer’s potential objections is the best way to manage objections efficiently. It also allows you to build your sales proposal around those potential objections.

- *As you know, this is a slow time of year, so I propose we...*
- *It’s always easy to put off deciding when...*
- *I understand you are probably concerned about my product’s prices, but today I wanted to show you...*
- *Because it’s close to the beginning of the year, it is important to...*

**B. As they arise**—If you have enough information about your customer’s needs when the objections arises, answer the objection. There are times, however, that an objection may arrive too early in the conversation for you to answer it efficiently. (We discussed this concept in section 5 as well.)

**C. Later in the presentation**—Especially if something in your presentation will answer the objection.

- *I understand your concern about the price, Mr. Smith, would you mind if I jot it down and address it later?*

**Remember that objections are really questions in the customer’s mind. You simply need to add enough need and establish value in your customer’s mind to overcome the objection.**

## THE A TEAM

## ANTICIPATE

## ACKNOWLEDGE

## APPRECIATE



## 8. HANDLING OBJECTIONS

Handling Objections is as easy as remembering the 5 A's:

- A**nticipate
- A**cknowledge
- A**ppreciate (Empathy)
- A**sk Questions
- A**nswer the Objections

### Understanding the A Team

**Anticipate**—Anticipating and planning your strategy to overcome objections is the first step in winning the battle against them.

**Acknowledge**—Acknowledge, paraphrase and feed the customer's objection back in the form of a question. *i.e.*, "So if I heard you correctly, Mr. Smith, price is an issue for you at this time?"

**Appreciate**—Empathy is one ingredient a Sales Associate cannot afford to be without. Paraphrase the objection, understand it, accept it and appreciate it. For instance, "John, if I understand you correctly, you're thinking about discontinuing your Advertising Program because of the uncertainty that surrounds us. I certainly understand your concerns." Position yourself along side your customer (not physically) emotionally.

Use cushion statements to help your customer understand your empathy and concern for the situation.

- *That's understandable.*
- *Thank you for bringing that up.*
- *I respect your position.*



### ASK QUESTIONS



**Ask Questions**—The most important aspect of the 5 A's is Asking Questions. Getting your customer to say the things you need them to say and more importantly you need them to hear—of course, from their own mouth. i.e., "... I certainly understand your concerns, John, may I ask you a few questions?"

- A. In your professional opinion, will people continue to buy tires if needed during this difficult time?*
- B. Who do you think they will buy those tires from?*
- C. Will you remain open during these next few months or are you considering closing?*
- D. Will there be concessions made with regards to your rent, electric, payroll, etc...?*
- E. What will happen to you and your business over the next few months, if you do little or nothing to promote yourself?*
- F. What do you feel will happen to your business if your competition continues to advertise or even becomes more aggressive?*
- G. What do you think will happen if your competitors choose to stop advertising and you continue to advertise, who do you feel will get the business during this period?*
- H. How important is a stable economy to you and your business?*
- I. If all small businesses choose to stop advertising and consumers stop buying, what effect will that have on the economy?*
- J. If I can show you a way to gain market share during this time, would you be interested?*
- K. If sales continue to decline, will you be able to retain your employees and ultimately stay in business?*



## ANSWER THE OBJECTION

## SUMMARY



**Answer the Objection**—Utilize the information you receive from your questions, along with the information from Ad Seller. Visually break down the three types of businesses and ask your customer which of the three he would like to be, reminding him that based on that study, the aggressive business owners will win every time.

Remember that your main concern at this moment is them, their business and strategies that will make them successful, even during challenging times.

## 9. SUMMARY

Objections can be frustrating, but if you learn to view them as an opportunity to illustrate to your customer the value of your products, they will feel less daunting.

To help manage objections more thoroughly, remember the following:

- Most objections fall into one of four categories—No money, No need, No hurry & No trust.
- Objections are both stated and unstated—ask enough questions to flush out all of the prospect's objections into the open.
- Respond to objections before they occur, when they occur or later in the conversation.
- Use the 5 A's to manage objections thoroughly.



## QUESTIONS & DISCUSSION

### QUESTIONS & DISCUSSION

On behalf of The Leadership Institute, thank you for attending this class. We believe that the continued growth of the free paper industry begins with a well-trained, energized sales force.

For more information on TLI's course offerings, check out the [afcpconference.org](http://afcpconference.org) website.

*"I know the price of success: dedication, hard work and an unremitting devotion to the things you want to see happen."  
—Frank Lloyd Wright*

