

Handling Objections Part II



**Make More Money
in Sales!**



The Leadership Institute
Lighting the Way

"Inspiring Dreams, Realizing Potential"

Quick Review of H.O Part I

The Definitions of the 5 FAB Words

Criteria	Definition
Targeting	The ability to reach the MOST profitable buying segments
Saturation	The ability to reach ALL of the homes in a buying segment
Readership	The ability to advertise your message in a medium that is welcomed into the home & READ
Reliability	The ability to place an advertising message WHERE & WHEN it's needed
Flexibility	The ability to CHANGE an ad weekly and SELECT different products & programs



H.O. Part I Review of the 5 FAB Words

Targeting

Zones, Demographic Profiles

Saturation

Delivered FREE!

Readership

Select Groups, (ie Kids) or Offers in the
ad & Classified Ads

Reliability

Daily, Weekly, or Monthly Frequency

Flexibility

Different Programs, Ad Sizes, etc



Handling Objections/Conditions

Lesson Objective:

Each TLI Student in this class needs to have completed HO Part I to complete this course on selling through Objections Part II.

I. Most Objections fall into the categories of:

- **Misunderstandings** (non-delivery of your publication)
- **Perceived drawbacks** (price buying)

II. Objections based on misunderstandings can be handled by:

- A. Restate the objection in the form of a question.
- B. Answer objections directly to clear up misunderstandings

III. Objections based on perceived drawbacks can be handled by:

- A. Restate the objection in the form of a question.
- B. Stress relevant benefits of the product

IV. Strong product knowledge is the most important element to handle common objections:

Features – Advantages – Benefits



H.O. Part II

(cont)

V. Recognize Objections vs. Conditions

- A. Objections are defined as issues/perceptions that your product/service can solve or overcome
- B. FAB is usually the required element to overcome objections
- C. Conditions are defined as those issues/perceptions that your product cannot control or don't involve your products FAB
- D. Handling Conditions won't lead you to the proper direction of the sales call

VI. The basic methods for handling objections are:

- Welcome & expect objections
- Listen Carefully
- Know common objections
- Restate the objection in the form of a question
- Ask more questions if the objection is too vague
- Offset the objection with FAB
- Accept the objection – Do not contradict
- Remain in control of the sales call



Objections vs. Conditions

Example: **I can't afford it**

- Could be you haven't really made them want it (**Objection**)
- Could be they really don't have the money to pay for it (**Condition**)

1. Objections

Your product/service can solve this concern

A. Explain FAB's and change misunderstandings or perceived drawbacks

2. Conditions

Your product/service cannot solve the issue in most cases

A. The concern may or may not be real and is usually an internal fix.

B. You are not able to pinpoint anything that your product/service can resolve

Let's try these examples!



Recognizing Objections vs. Conditions

Which one best explains the situation

- 1. Your rate is too high
- 2. My partner wants to close the business
- 3. I don't have any money right now
- 4. I am using a competitor of yours that is better
- 5. I can't compete with other pizza stores in my area
- 6. I ran before with your publication and it didn't work



Recognizing Objections vs. Conditions

C

7. Your credit department won't extend credit from my past history

O C

O

8. I don't like the image of your publication

O C

C

9. My ads in other publications don't represent my image

O C

C

10. My business does not sell to the public we're a Wholesaler

O C



Remember

Conditions cannot be solved with your product using FAB and usually requires more clarification!



Special Note!

Routine Objections

After you hear common objections routinely they are probably brought into the conversation by you!



Case Study

- **NAME OF BUSINESS:**

Johnny's TV

- **DECISION-MAKER:**

Johnny Jukebox

- **SETTING:**

Johnny answered all your questions just like you thought. You proceed to close the sale and ask for the order.

HE BUYS, RIGHT?

No. He comes up with some objections.



Your Mission should you decide to accept!

Think of 5 Common Objections Johnny may come up with as reasons not to buy your publication

Remember do not use:

- Currently advertising with the competitor (that's another class)
- **Conditions as Objections**



Top 5 Most Common Objections

1. Your publication is too expensive

Compared to what? More cost effective per home. Use example of what it would cost to mail on their own. Point out value.

2. Your Publication doesn't fit my store's image

We reach everybody; high, low income. Also, offer Inserts and Flyer Products. Ads create image. (Big Lots story)

3. Word of mouth is good enough for my business.

People move away. More customers = more referrals. Many people cannot visualize location. Give an example by telling them about a business you would refer to them and then ask questions about what you just told them. Remember that word of mouth is just like radio & TV. You can't remember the last commercial.

4. Nobody reads your publication

Our customers get response or we would not have been here for ??? years. Remember reader ads or classified ads— we didn't make them up. Introduce buyers to their potential customers, by ads that readers placed. Mention readership survey results. (be careful here)

5. I ran with you before and it didn't work

3 reasons it didn't work. We didn't print or deliver our publication or your ad wasn't right. Could be the wrong time, wrong season, or wrong eyes vs. size. Take responsibility for this vs. placing the blame on the buyer.



One more to consider....

I'll have to check with my partner. May or may not like publication.

Is there anything else I can tell you about our Publication? May I speak to your partner? (Remember the Waterbed story)



All said and done...

**Just Believe in your
Publication and
Use F.A.B!**



Thank You everyone!



You're an
AMAZING class!



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