



# Handling Objections Toolkit



## Understanding and Managing Objections

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# Introduction

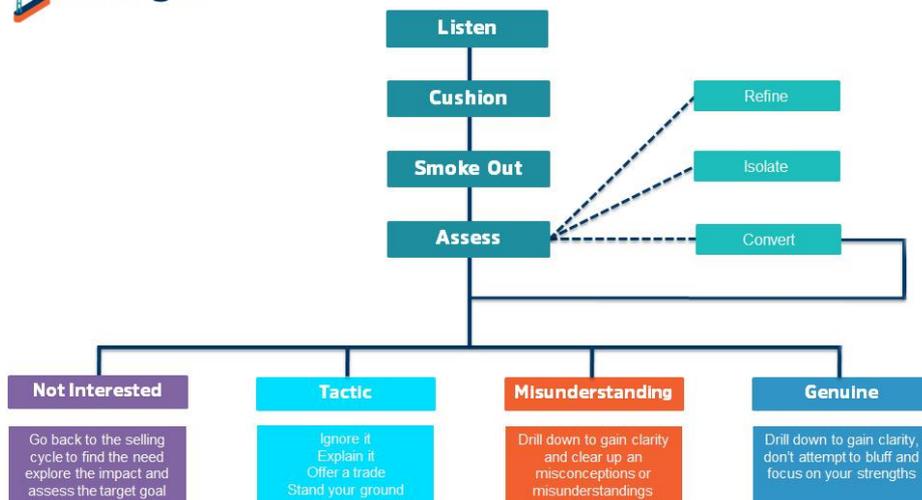
You have just met with a prospective buyer only to find they raised an objection and you didn't land the sale. What went wrong?

Learning to overcome objections is a key skill every successful salesperson needs to have. They also need to understand how, when and why an objection occurs. Buyers don't always tell you why they don't want to buy from you, they will often hide the real reason they don't wish to proceed.

As you work through this toolkit, you will discover there are only four underlying reasons a prospect might raise an objection.

- ▶ They are not interested
- ▶ It's a tactic or ploy
- ▶ It's a misunderstanding
- ▶ It's a genuine objection

All of these underlying reasons are tied back to building trust and rapport, establishing credibility and uncovering buyer needs through the Bi-Sell-Cycle™. This toolkit works through what objections are and how to handle them as they arise. Plus there are some exercises at the end where you can brainstorm the most common objections that usually arise in your industry and craft a response to increase your ability to successfully conclude a sale.



## Handling Objections

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## What is an objection?

An objection is a statement or question raised by a prospective buyer which indicates they don't wish to buy from you. This could be an objection to your price, products or services, your time, company, industry or even competition. Raising an objection doesn't always indicate that a buyer won't buy from you, it may mean that they're not ready to buy because you either haven't met their demands - yet, or you haven't covered their concerns adequately - yet. Until objections are covered to the buyer's satisfaction, you cannot begin to close a sale.

Rejection on the other hand is a definite no! The prospective buyer isn't going to buy from you, ever! This is the reality of being in sales for you will never ever close 100% of prospects, 100% of the time. However, if you are experiencing rejection after rejection, this is an issue you must address. It means you are either not building trust or confidence first with your prospective buyer, you haven't established credibility or you are trying to close the sale too quickly. This is why having exceptional communication skills are vitally important in handling objections. You need to be able to build rapport, and move the buyer through the Bi-Sell-Cycle™ using effective questioning techniques and actively listening to the answers.

Being able to differentiate between rejection and an objection will definitely increase your capacity to identify and overcome objections with ease.

## Objections are a sign the buyer is lost

An objection is simply an indicator that you haven't put all the pieces of the puzzle together. There's either information missing, a concern or need that hasn't been addressed or perhaps the prospect needs a certain point to be clarified. It may even be some other concern that you need to address in order to move the prospective buyer past the objection and towards closing the sale.

When a buyer raises an objection, it usually means they are lost in the buying and selling process. If you took a wrong turn on the road, sometimes you need to stop and ask for directions. Objections can be exactly like this where the buyer is simply asking you directions on how to move forward in the Bi-Sell-cycle™.

They are normal and a sign that either you or your prospective buyer are off track. Often it's a request for more information and not the reason for not wanting to do business with you. With more information, the prospect could be ready to buy. The good news is, once an objection has been raised, you can do something about it.



Buyers will often raise an objection as part of their decision-making process which can actually be a buying signal. It can mean they simply want more information. The problem arises when you present solutions too early in the sales process and you get a big objection. If you have no idea your products or services are a match to the buyer's target goals then of course they will not be interested.



## Understanding objections

### **Buyers are programmed to object!**

If you were buying a \$10,000 car and it had a few bumps and bruises on it, it doesn't necessarily mean you won't buy the car! You probably use this as an excuse to negotiate the price. Buyers are programmed to object for various reasons. It's human nature. Your role is to ask probing questions to find out what those reasons are.

Most people would see an objection as a reason not to buy. It's a signpost that something has gone wrong in the buying and selling process. If the wheels on the Bi-Sell-Cycle™ don't turn in unison, it tells you that you have a flat tire. This translates into a bumpy ride in the buying and selling process that will either slow you down or stop you altogether.

If a plumber comes up against a blocked drainpipe, he is trained to find out where the blockage is and knows how to unblock the pipe. Your role in overcoming objections and helping people buy is exactly the same. You need to find out where the blockage is in the buying and selling process so that you can deal with the objection and free the way forward.

Think of objections as simply receiving feedback from the prospect. If you have a positive attitude towards objections, you are far more likely to be able to overcome them and successfully close the sale.

## Expect objections

### **Don't be bowled by the obvious ball!**

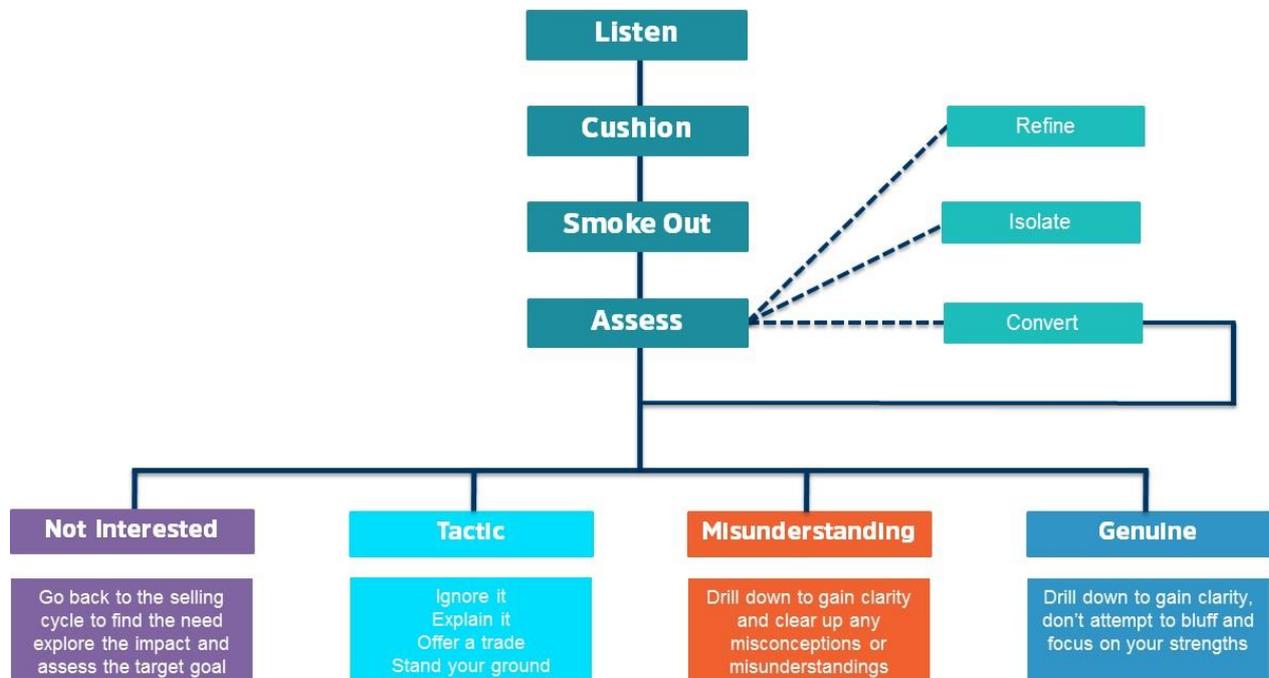
In the game of cricket, you have different type of bowlers, a fast bowler, a medium pace bowler and a spin bowler. A good batsman knows how to handle these very different types of deliveries and prepares to switch their approach to whatever delivery is thrown them. It's the same with baseball, a batsman knows the pitcher will try to strike them out by throwing a slow ball, a curve ball or fast ball. Teams study a batter's weaknesses and look to throw a ball that will most likely result in three strikes. A tennis player expects the overhead or drop shot and practices how to handle them.

It's the same in sales, you know you are going to get certain objections, so prepare a response in advance, don't be bowled by the obvious ball. Make sure you understand the objection first and be prepared to respond to it accordingly.



# The objection handling process

When a buyer raises an objection, there is a barrier that blocks the buying and selling process however the barrier can be removed if you understand the root cause. The following process will not only help you identify the root cause, it will also show you a way of overcoming the objection and keep the sales process moving forward.



## Step One: Listen

Buyers may or may not tell you why they raised an objection. Sometimes they are simply being polite or evasive as they're not comfortable telling you the real reason why they raised the objection. The natural response is to be defensive and counter the objection immediately. Slow down. Silence is golden.

There are times when a buyer raises an objection only to answer it themselves, they are simply talking out loud. What they are telling you might not be an objection at all, they could simply be making a comment which doesn't require a response. If you get defensive and look to respond too quickly, potentially you will get offside with the buyer who will immediately put up barriers to moving forward.

Your role is to **listen** to the objection all the way through. **Do not** interrupt the prospect or jump to conclusions as you could be wrong about the point they are raising. Watch their body language and listen to their tone as this also gives you a clue as to why they are raising an objection. Listening carefully allows you to understand what they are not saying as well as what they are saying which can give you a clue as to why they raised the objection in the first place.



## Step Two: Cushion your response

Once you have listened to the buyer all the way through, pause before you respond. Remember, silence is golden. This is hard for some people to do as the natural tendency is to jump in with a response immediately. Pause for at least five seconds.

The next step is to acknowledge the objection without agreeing with the buyer. **Cushion** your response with a softener like:

- ▶ "Ah huh.... I see your point."
- ▶ "Humm... I hear what you are saying."
- ▶ "Yes... I understand what you are saying so thanks for raising that with me."
- ▶ "Fair enough..... I understand your point of view. Thank you for bringing that to my attention."

A softener acts like a cushion or a buffer and demonstrates that you respect their right to raise concerns and you take them seriously. It lets them know you've heard them without actually agreeing or disagreeing with them. It allows them to relax knowing you are not going to argue with them which is what the buyer would generally expect to happen.

It's important not to become defensive when a prospective buyer raises an objection and by cushioning your response with a softener, it not only keeps the prospect onside, it allows you to take a deep breath without being defensive and gather your thoughts before you prepare a response. The minute you become defensive you break rapport. The minute you break rapport, the buyer will lose trust and confidence with you.

Resist the urge to agree with what the prospective buyer is telling without exploring the objection in more detail and certainly don't tell them they are wrong. Nobody likes being told they are wrong, it automatically will make the buyer defensive and slows down or stops the sales process completely.

Thanking the prospective buyer for raising an objection also sets the tone for a collaborative discussion and not a defensive one. By thanking them it also demonstrates empathy which helps to maintain rapport. This approach leaves a positive impression with the prospective buyer that you are there to help them buy and not sell them something that might not be right for them.



## Step Three: Smoke out the objection

It's easy to think that an objection is actually a 'no' to your offer. Remember, the prospective buyer may not have the confidence to tell you what they really think which means you need to find out the root cause of why they raised the objection in the first place.

The next step in handling objections is to **smoke out** exactly why they raised the objection. Start by asking probing questions that will uncover the root cause. You want to find out more before making an assessment as to which of the four main categories the objection falls into. You would cushion the response then ask the question, "What is it about (the objection they raised) that concerns you?"

- ▶ "Humm... I understand, you are concerned about the price is that correct?"

*"Yes it is."*

**Follow up with this response:**

- ▶ "What is it about the price that concerns you?"

*"Your price seems higher than your competitors."*

You may need to ask more probing questions to uncover the root cause and the questions you ask will depend on the complexity of the objection. You may include questions like:

- ▶ "What would you consider your main concern is?"
- ▶ "What is it about \_\_\_\_\_ that concerns you?"
- ▶ "What is it that worries you the most?"
- ▶ "What information do you still need to resolve \_\_\_\_\_?"
- ▶ "If we could overcome \_\_\_\_\_, what would the results look like?"
- ▶ "You mentioned the challenges you were facing in regards to \_\_\_\_\_, what would it be worth to you if those challenges were resolved?"

We have used open ended questions in these examples and the question 'what' rather than 'why' as it's less confronting. It allows the prospective buyer to talk through their concerns and by actively listening to their answer, it will give you a clue as to the underlying reason for their objection.



## Step four: Assess which of the four main objections it is

Quite often the first objection they raise is not their real concern. For instance, they may not be the decision maker or may not have the budget to buy your products or services or there is no tension to buy so they raise an objection instead. Ask more in-depth questions to **refine** exactly what the objections are and the reasons behind it.

### Refine the objection

Once you have smoked out the objection, it's time to refine what their real objection is to uncover the root cause. Remember the prospective buyer might be telling you one reason for the objection but there are other underlying reasons they are not sharing with you directly. They might be evasive or try to be polite or even uncomfortable about telling you the real reason for their objection.

What you want to find out is if the buyer has more than one objection to get to the root cause. To uncover what other objections the prospect may have, some of the questions you could ask are:

- ▶ “Are there any other reasons why you are (not interested, not ready to buy yet)?”
- ▶ “What else is stopping you from moving forward today?”
- ▶ “It sounds as if you have a number of concerns. What else is on your mind?”
- ▶ “Apart from \_\_\_\_\_, do you have any other concerns?”

Asking these questions will uncover what their reason is for stalling the sales process and not wanting to move forward. Taking this approach also continues to build trust and confidence that you are interested in helping them buy by making the right decision for them and their organization.

Repeat the objection back to the buyer then ask the question, “Apart from (whatever the objection they raised) do you have any other concerns?” For example:

- ▶ Apart from price, do you have any other concerns?  
*“Yes, I am also concerned about your terms and conditions.”*
- ▶ “Apart from the terms and conditions, do you have any other concerns?”  
*“Yes I’m concerned about your after sales service.”*
- ▶ “Apart from the after sales service, do you have any other concerns?”  
*“No. The main thing I’m concerned about is expanding the section you have in your terms and conditions covering your after sales service.”*

This process allows you to uncover the root cause. In this example it's not the price, it's the after sales service clause in the terms and conditions. Now that you know what the root cause is, you have an opportunity to overcome the objection.



## Isolate the objection

When you keep asking the question “*Apart from (the objection), do you have any other concerns?*” it isolates what the buyers real concerns are and gets to the root cause of why they raised the objection. If the prospective buyer comes up with multiple objections and you can't find the root cause, chances are they are not interested and it's unlikely they will buy from you.

## Convert the objection

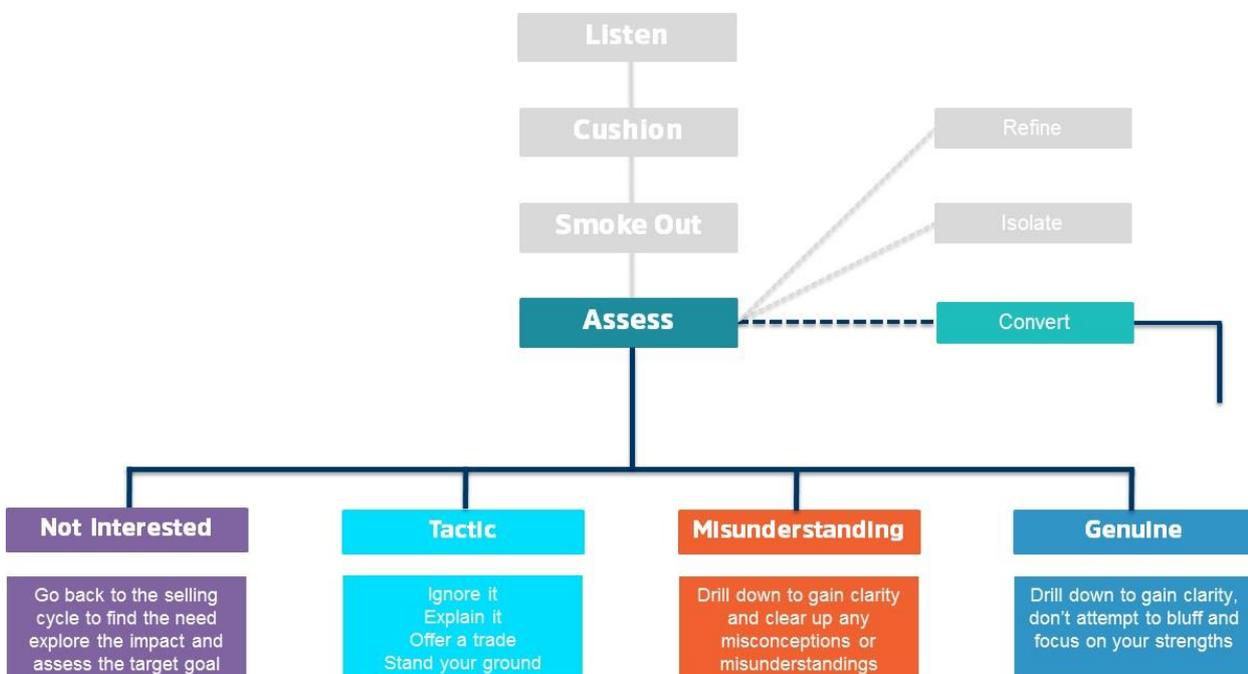
Converting the objection often comes after you have refined and isolated the objection. For example:

- ▶ “*The price is much higher than the other model I was considering.*”
- ▶ “*Humm.... I understand. So what you are concerned about is why you should pay extra for this model, is that correct?*”

It's time to assess which of the four categories the main objection falls into. It's either:

- ▶ Not interested
- ▶ Tactic or ploy
- ▶ Misunderstanding
- ▶ Genuine

Once you have refined, isolated and assessed the objection, you can then provide the appropriate remedy.



## Step Five: Apply the remedy

At this point you are in a position to assess which category the objection falls into. They are either not interested, using the objection as a tactic or ploy, it's a misunderstanding or it's a genuine objection.

### Not Interested objection

If a prospect is not interested, they either genuinely don't have a need for your products or services or you haven't uncovered what their needs are. Prospective buyers are motivated to buy for two reasons, to either avoid the pain of a problem getting worse or to gain rewards by realizing an opportunity.

If you don't know what their problems or opportunities are, then you won't know what their target goal is. If you don't know what their target goal is, they have no reason to buy your products or services. It means they are still sitting in their comfort zone as there is no disturbance and without disturbance, there is no tension to buy.

If this is the case, you must go back to the beginning of the buying and selling cycle (Bi-Sell-Cycle™) and ask relevant and probing questions to uncover their needs and find their dominant buying motive.

The second reason a buyer may not be interested is that they don't like or trust you. You haven't managed to build rapport or establish a relationship with them. Building rapport is a critical step to being in a position to sell to a prospective buyer. People do not buy from people they do not like. If this happens, you must spend more time making a meaningful connection with the prospect.

In addition to trusting and liking you, prospects must also feel comfortable doing business with you and your organization. This means having credibility whereby the buyer perceives you as being an expert. This is why you need to build credibility up front when you first meet with the prospective buyer so they are interested in doing business with you.

### Tactic or Ploy objection

Sometimes when a buyer raises a price objection, it's not because they won't buy from you, they are simply using this as a tactic or ploy to get you to lower your price. If you were buying a \$10,000 car and it had a few bumps and bruises on it, you use the bumps and bruises as a tactic or ploy to negotiate a better price.

It's human nature to attempt to get someone to discount their price and prospective buyers do the same. They are testing you to see what you do. They may even tell you they got a cheaper quote elsewhere as a ploy to get you to lower your price. Don't be tempted to discount, check out the objection first. You might simply just ignore it or laugh it off or say something like "What is it about the price that concerns you?" That simple question helps you get to the bottom of what is really bothering the prospect which could be as simple as they don't have the budget or they are not the decision maker.

You could also laugh it off (knowing it's a tactic) and make light of it or even ignore it.



If you believe the price is a genuine objection, then focus on the value and the benefits your products and services offer or trade something in return.

### Misunderstanding objection

Sometimes when a buyer raises an objection, it's purely a misunderstanding. The buyer might have a misconception about what your products or services do. They might have the wrong impression of exactly what it is you have to offer. They could simply be mistaken. If this is a reason for their objection not to buy, you simply clear up any misunderstandings or misconceptions they might have.

You do need to be sensitive in handling this kind of objection. DON'T whatever you do say to them, "No you're wrong!" No one likes being told they are wrong, especially not a prospect when going through the buying and selling process. Telling them they are wrong immediately breaks trust and rapport. Try this instead.

- ▶ "You've raised a great point. I'd like to put your mind to rest and ....."
- ▶ "That's a great question you've raised....."
- ▶ "Thank you for raising that question, to put your mind at rest....."

If you feel you were misunderstood, use testimonials, reports or other evidence where you can quickly clear up any misunderstandings. One way to clear up a misunderstanding or misconception is to use the "feel, felt, found" response. This is how to go:

- ▶ "I understand how you *feel*, a recent buyer of mine *felt* the same way and they *found* that....."
- ▶ "Many others *feel* that way as well. I had a buyer in here yesterday and they initially *felt* the same way. Then they tried it and *found* that....."
- ▶ "I know exactly how you *feel*. I *felt* the same way when I first looked at it as well. After I tried it for myself, I *found* that ....."

Be careful not to use this approach with other salespeople as they are likely to see through you. Instead, change the wording slightly so that it has the same effect.

### A Genuine objection

There will be times when a buyer has a genuine reason not to buy from you or you genuinely can't fully meet all their needs. If this happens, don't attempt to bluff or cover up the truth. Clients will sniff this out and you will quickly lose credibility and trust. Instead, confirm with them that you can't provide everything they are looking for and focus on the other strengths you have to offer that do match their target goals. Chances are, your competitors won't be able to match all their needs as well.

Genuine inadequacy or deficiencies also doesn't mean a client won't buy from you. It may mean they have to compromise particularly if other suppliers can match all their needs as well.



# Handling Objections

One of the best ways to handle common objections is to prepare for them in advance. Keep in mind, many objections can be bypassed if you build trust and rapport, establish credibility and follow the buying and selling process (Bi-Sell-Cycle™). If you do these three things well, chances are you will avoid some of the common objections from being raised in the first place.

## Dealing with common objections

However, you know there are certain objections prospects will always raise.

### Need

- ▶ *"I don't have a need."*
- ▶ *"I have one already."*
- ▶ *"Sorry, I just don't want it."*

If the objection is around need, it means you haven't uncovered their dominant buying motive and you are possibly presenting solutions too early in the sales process. If this is the case, you need to go back to the beginning of the Bi-Sell-Cycle™ to uncover needs through effective questioning techniques. Presenting solutions too early in the sales process is a hit and miss approach which is a major reason why buyers raise the objection they are not interested in your offer. They don't see a match between what you are trying to sell with what their target goals are.

### Price

- ▶ *"That's really expensive."*
- ▶ *"I can buy it cheaper on the internet."*
- ▶ *"Your competitors are cheaper."*

Wanting or needing to negotiate the price is one of the most common objections you'll get because not only is it human nature, people want to do what's right for them and their organization. This is where a strong value proposition is important. If price is an issue, focus on what is unique about you, your organization and the products and services you offer and how will this ultimately benefit the buyer.

If they raise a price objection, ask *"What is it about the price that concerns you?"* They might say for instance, *"You are too expensive?"* in which case you could respond by saying, *"We certainly do provide a quality product or service. Apart from price, do you have any other concerns?"* You are trying to smoke out if this is their only concern. If not, then respond by saying, *"So what you want to know is what makes our product or service better?"* Then you can launch into your value proposition and demonstrate to the prospect how you deliver value over your competitors.



Try not to enter into a price war, it's an attack on your bottom line, instead, demonstrate the value you offer your prospective buyers.

### Timing

- ▶ *"I'll think about it."*
- ▶ *"I won't have the budget until next month."*
- ▶ *"I need to talk to my (partner, manager, spouse) first."*

If the buyer says "I'll think about it", it means there is no tension for them to buy. If this happens, revisit the second step of the Bi-Sell-Cycle™ to create tension which is to explore the impact or consequences of allowing problems to remain or opportunities to be realized. If you can't create tension, chances are you haven't uncovered their hidden needs or assessed their target goals adequately.

You might come up against a budget objection which means buying from you now doesn't fit into their budget cycle. This will vary from organization to organization depending on how they set and manage their budgets. If they have already allocated or spent their budget, it's likely this is a genuine reason for an objection, it's simply bad timing.

Overcoming this hurdle comes back to how well you uncovered their needs and explored the impact of problems getting worse or the cost of allowing the opportunity to go unrealized. If you have explored the impact and there is enough tension to buy and you can demonstrate how your solution will take away the pain of a problem or inspire them to gain the rewards of realizing an opportunity now, it's surprising how quickly they find the budget. If not, focus on the benefits of making a decision now, what it's going to cost them if they delay the decision and what their return on investment would be.

You could aim for a conditional close. Have them order now, then deliver your products or services at a later stage when their budget becomes available. You could also offer a payment plan if that helps get you over the line but only if your cash flow allows this to be a viable option.

If they genuinely don't have the budget now and they do want to buy from you, you need to stay in touch on a regular basis and be first in line when the budget becomes available. When you are in a position to reconnect when their budget is available, it's important to revisit the first three steps of the Bi-Sell-Cycle™ to ensure their needs haven't changed and there is still tension to buy.

If they need to talk to someone else, it means you haven't determined who the decision makers are. This is why when meeting with a prospective buyer in the buying and selling process you always ask the question, "Apart from you, who else is involved in the decision making process?" You might even ask the question, "Tell me about your decision making process?" You need to qualify the prospect to find out not only who the decision makers are, what their decision making process is.



## Fear of change

- ▶ *"I am happy with my current supplier."*
- ▶ *"I don't know anything about you or your company."*
- ▶ *"How will I know you can deliver?"*

When a buyer has been doing business with one supplier for a long time, naturally they have built up a relationship with them and know exactly what they are getting. Changing suppliers can be daunting because all of a sudden the buyer doesn't know if they will receive the same level of service or quality product.

By changing suppliers, they may have to change their ordering or payment procedures, perhaps learn new software or even integrate a new process throughout their organization which can lead to mistakes and downtime and costs money. Naturally you need to cover off on those fears and reassure your buyer that this won't be the case. More importantly, be sure to keep your promises.

One reason a prospect may raise an objection is they don't perceive you or your organization as experts. When you meet with a prospective buyer, follow the Strategez meeting process. After you build rapport and set the agenda, the next step is to get their perception of you and your organization. If it's a positive perception, confirm and move forward. If it's negative, ask questions to establish why they have a negative perception of you and your organization and clear this up immediately. What you are doing is covering an objection up front before getting too far into the buying and selling process.

Follow this up by building credibility through testimonials, reports or other means to eliminate this possible objection before you get too far into the Bi-Sell-Cycle™. You can also build credibility with a well-crafted value proposition where you can quantify or qualify typical results you have achieved with your customers.

If you come across the objection where the prospect is happy with their current supplier, you could respond by saying, *"It's fantastic to hear that you have a supplier you are happy with. Would you mind telling me what you are happy with?"* Once you have a response, you can then focus on your value proposition and what is unique about you and your organization.

## Features

- ▶ *"Your product doesn't have the same bells and whistles."*
- ▶ *"The guarantee is only for six months."*
- ▶ *"The quality is not good enough."*

Buyers are not interested in features, they are interested in what the features will do for them and the benefit they will receive by buying your products or services! To understand the true benefit of your product or service is to answer their question *"What's in it for me?"* (WIIFM). Buyers are only interested in what's in it for them. They will assess if your product or service will take away their problem or help them realize an opportunity and help them achieve their target goals.



***“Features tell, benefits sell!”***

<b>Feature</b>	<b>General Benefit</b>	<b>Personal Benefit</b>
Facts about the product or service.	The general benefit regardless of whether a buyer wants it or not.	The specific outcome and personal benefit the buyer will receive
<i>This car has a built in alarm.</i>	<i>Therefore no one can drive it without deactivating the alarm.</i>	<i>Which means it's unlikely your car can be stolen.</i>
<i>This website design can be managed internally</i>	<i>Anyone in your company can learn how to manage the site</i>	<i>This will save you money in the long run by not having to contract the daily updates to an expensive marketing consultant</i>

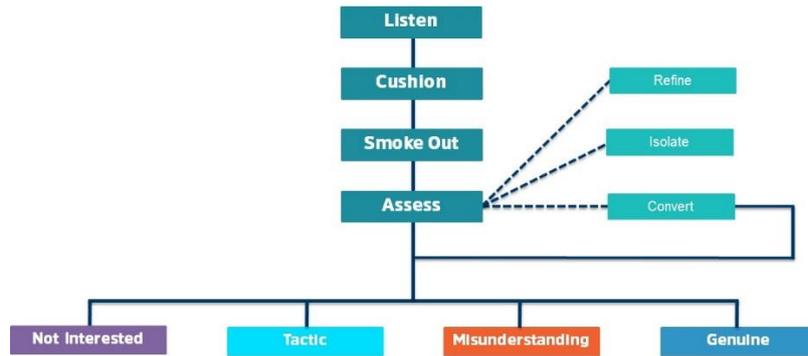
**Personal politics**

One of the most difficult objections to overcome if at all, is when your prospective buyer has a political reason for choosing to do business with someone else. They may have a family member or friend who either works for or owns another competing organization. Alternatively, they may think they will gain an advantage if they choose to work with another organization. If this is the case, chances are you may not be able to overcome the objection. All you can do is remain in rapport and continue to focus on the benefits your solutions provide.

People change jobs and owners sell which could eliminate this objection. By staying in touch and building multiple relationships within an organization, opportunities may open up in the future.



## Recap of the process



### Example: Handling price objections

You are always going to get price objections.

<b>Listen</b>	<b>Prospect:</b> "Your price is expensive."
<b>Cushion</b>	<b>You:</b> "Umm I understand..... we certainly provide a great service with excellent after sales support."
<b>Smoke Out</b>	<b>You:</b> "Apart from the price do you have any other concerns?" <b>Prospect:</b> "Not really, it's just that your competitors are cheaper."
<b>Assess</b>	<b>You:</b> "So what you want to know is what makes our service better value, is that correct?" <b>Prospect:</b> "I can get this cheaper from a competitor."
<b>Diagnosis</b>	<b>Tactic</b>
<b>Remedy</b>	<b>You:</b> "What our clients have told us, while our service appears more expensive, our after sales support is cheaper than our competitors which means you save money in the long run because we get it right up front."

### Example: Handling fear of changing suppliers

Here's a possible example.

<b>Listen</b>	<b>Prospect:</b> "I am happy with our current supplier."
<b>Cushion</b>	<b>You:</b> "Umm I hear what you are saying.....you want to know how we provide a superior service."
<b>Smoke Out</b>	<b>You:</b> "Apart from being happy with your current provider, do you have any other concerns?" <b>Prospect:</b> "No – it's just that you don't provide after sales support."
<b>Assess</b>	<b>You:</b> "So what you want to know is do we provide after sales support, is that right?" <b>Prospect:</b> "I.... errrr guess so."
<b>Diagnosis</b>	<b>Misunderstanding</b>
<b>Remedy</b>	<b>You:</b> "We do provide after sales support at no charge for the first year. The reason we do this is that we like to ensure that you are totally happy with our service first. This not only saves you money, we get it right up front."



## Brainstorming exercises

Brainstorm what your most common objections are.

Brainstorm a response to each of your most common objections.

<b>Objection</b>	
<b>Cushion</b>	
<b>Smoke Out</b>	
<b>Assess and Diagnose</b>	
<b>Your answer</b>	

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<b>Smoke Out</b>	
<b>Assess and Diagnose</b>	
<b>Your answer</b>	



## Common techniques for dealing with objections

<b>Feel felt found</b>	Empathize by telling them you know how they feel followed by others felt the same. Conclude on a positive note how others found the product or service to be great.	<i>"I understand how you <b>feel</b> about that. Another buyer of mine <b>felt</b> the same way. And what they have <b>found</b> is that..."</i>
<b>Reframing</b>	Reframe the objection as something other than a 'no' which is a good response for when an objection is a misunderstanding.	<i>"The cost may seem high initially, but the cost of inaction may be even higher if the problem remains."</i>
<b>Renaming</b>	Turn key words like worry into concern to lessen the emotion which changes the context of the objection.	<i>"You said you were worried about the price. I can see you are concerned and that tells me you are interested in good quality (products or services)."</i>
<b>Conditional Close</b>	Make it a condition if you give them what they want, they will go ahead and buy from you.	<i>"You told me you want it in red. If I can confirm it's available in red, shall we go ahead and order it now?"</i>
<b>Pre-empt the objection</b>	Tell them about a possible objection before it arises to keep you on the front foot.	<i>"I had one buyer who didn't like it initially until they tried it. They didn't realise it had all the latest gadgets built in."</i>
<b>Boomerang</b>	Use what they have told you and turn it around.	<i>"Yes it is expensive but then you told me you didn't want to compromise on quality when it comes to your family."</i>
<b>Justification</b>	Acknowledge the objection and justify why without being defensive.	<i>"Yes it is expensive but it is an original and you won't find it elsewhere. It's a one-of-a-kind piece."</i>
<b>Deflection</b>	Acknowledge the objection and deflect it by saying you will come back to it. Be careful that you do.	<i>"Ummm, you make a good point. Let's park that for now and come back to it later. As I was saying...."</i>
<b>Clarify</b>	Ask the prospect for more information before responding.	<i>"I'm interested in what makes you feel that way. Can you please explain in more detail?"</i>
<b>Re-prioritize</b>	Find a way to re-prioritize what is stopping them from buying from you.	<i>"You are right, you do need to buy at the best possible price to fit your budget. How much more important is quality to you?"</i>
<b>Be curious</b>	If you don't get the sale, find out why not so it will help you in future.	<i>"So I can improve, would you mind telling me why you decided not to buy?"</i>

Fantastic – you are good to go!

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Feel free to share this toolkit with others.

