

## Objection Handling

### Study

Ask others in your industry or other industries how they handle the objections

### Why we get objections

The prospect does not have a need or is not interested.

The prospect does not have urgency to buy now.

The prospect thinks they don't have the money or they truly don't have the money.

The prospect is not the decision maker

The prospect doesn't like you, your company, or your product.

The prospect is satisfied with their current solution.

The prospect has a pre existing relationship with someone else in the industry.

The prospect believes their situation is about to change.

The prospect does not what to change or they believe change will be too painful.

The prospect thinks they can do it on their own. They don't think they need you.

### Common Objections

Use the list below to identify the common objections in your industry.

- I need to think about it.
- I don't have any money.
- I need to talk it over with someone.
- Can you send me some information?
- I don't have the time.
- Your price is too high.
- I am already working with someone.
- We already tried it and it didn't work.
- I am not interested.

## Ways of Handling Objections

Before it comes up

After it comes up

Ignore

Often times the true objection is a not stated objection

### Golden Nugget

Speak the common objections into your smartphone and then the best responses. Listen to the recording over and over again.

### Hot Potato

Objection handling is like a game of hot potato. After you ask for the order be silent. When you do this you are giving the prospect the hot potato. When they give you an objection they are giving you the hot potato.

### Isolate

Other than \_\_\_ is there anything else preventing you from moving forward?

### Investigate

Say tell me more about that.

After you say that phrase be silent.

### Question

Is that your only concern?

Bonus Video – Stay in the Conversation - <https://youtu.be/WFtGouFHSQE>

