



Lesson 13 – Objection Handling

Today is going to be a great day!

Objections are a normal part of the sales process. Anyone can learn how to handle the common objections that come up. You can determine what your prospects are going to say prior to your presentation. You can then determine what your response is going to be to the predictable objections you will receive.

Mindset

I am not good at objection handling becomes:

I can become good at objection handling
I can become great at objection handling
I can master objection handling

Objection handling is a learned skill

There are 3 ways to elevate your objection handling skill

Inner Game
Outer Game
Action

Every how to objection handling technique can be learned

There are 3 ways to handle an objection:

Before it comes up
After it comes up
Ignore

There are 7-12 common objections in any industry

Develop 5-20 responses to each of the common objections

Hot Pototo metaphor

Ask for the order and be silent

They will say yes, no or give an objection



If they give you an objection it is like they are giving you the hot potato.

Respond and be silent or respond and re ask for the order and be silent

The banter that goes on back and forth between you and the prospect during objection handling after you ask for the order, I call elegantly dancing with the prospect.

Tell me more about that

Is that your only concern?

Bonus Video – Collaboration -

<https://www.youtube.com/watch?v=WcbqfWOTxgl&t=413s>