

T.L.I.

Handling Objections/Conditions

Part II

Lesson Objective:

Each TLI Student will complete the techniques on selling through objections.

I. Most Objections fall into the categories of:

Misunderstandings (non-delivery of your publication)

Perceived drawbacks (price buying)

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.

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.

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

A. Features – Advantages – Benefits

III. 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.

IV. The basic methods for handling objections are:

A. Welcome & expect objections

B. Listen Carefully

C. Know common objections

D. Restate the objection in the form of a question

E. Ask more questions if the objection is too vague

F. Offset the objection with FAB

G. Accept the objection – Do not contradict

H. Remain in control of the sales call

Objections vs. Conditions

Example: I can't afford it

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

1. **Objections**

- A. Your product/service can solve this concern
- B. Explain FAB's and change misunderstandings or perceived drawbacks.

2. **Conditions**

- A. Your product/service cannot solve the issue in most cases.
- B. The concern may or may not be real and is usually an internal fix.
- C. You are not able to pinpoint anything that your product/service can resolve.

Let's try these examples!

Recognizing Objections vs. Conditions

Circle which one best explains the situation

- | | | |
|---|---|---|
| 1. Your rate is too high | O | C |
| 2. My partner wants to close the business | O | C |
| 3. I don't have any money right now | O | C |
| 4. I am using a competitor of yours that is better | O | C |
| 5. I can't compete with other pizza stores in my area | O | C |
| 6. My business is not growing so I can't afford to advertise | O | C |
| 7. Your credit department won't extend me credit because of my past history | O | C |
| 8. I don't like the image of your publication | O | C |
| 9. Your credit department has sent me a incorrect statement in the past | O | C |
| 10. You have too many of my competitors in your publication | O | C |
| 11. My ads in other publications don't represent my image | O | C |
| 12. Nobody that shops at my store reads your publication | O | C |
| 13. My business does not sell to the public because we are a Wholesaler | O | C |
| 14. I don't have enough employees | O | C |
| 15. I am not sure it will work so I will try it one time | O | C |

***Remember – Conditions cannot be solved with your product using FAB and usually requires more clarification.**

Seven basic techniques for overcoming objections

1. Listen, don't argue, and suggest respectfully

Remember successful salespeople don't argue with their customers, but seek to persuade. You might win an argument but you are almost certain to lose the sale. So Don't Argue. The customer can choose not to buy!

2. Handle the objection at once.

Some sales trainers will suggest that you can either ignore or minimize objections, but until you are a skilled salesperson, it is best to meet and handle each objection head on.

3. Let other advertisers give the answer.

By referring to someone else who has had similar objections, you can often avoid the direct confrontation, which hurts selling chances. Bringing in a neutral third party helps to soften your answer. (**“Feel, Felt, Found” kind of method but not the same**)

4. Find the real objection,

Many prospects will object to price as a matter of habit. If they are really concerned about price this will show up several times during the sales conversation. However, price is often used to really mean something else. Perhaps they are just not interested and you have failed to stimulate desire and interest.

5. Don't be offended

Be careful not to imply that the prospect doesn't know what they are talking about. In your eagerness to make a sale, it is easy to let your knowledge of advertising in general hinder your success by making the prospect feel insulted and offended. Never let an advertiser change your spirit. Whatever the situation, don't let them make you lose your temper.

6. Answer possible objections before they are raised if you're an experienced salesperson

The more experience you have, the better you can judge just what objections there may be. The experienced salesperson has a sales approach that covers the most obvious and expected objections early in the presentation if you hear little hints from the buyer.

7. Welcome Objections

Objections usually indicate an interest in buying! Be ready to use FAB and recognize if it is a condition or an objection which will gain you a higher closing ratio as a result.

Special Note:

Routine Objections

After you hear common objections and any other surprises, any other objections are probably brought into the selling conversation by you!

Handling Common Objections

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.

OBJECTIONS: List 10 Common Objections Johnny may come up with as reasons not to buy your product/service.

Remember do not use:

- ✓ Already running in the competition as objections
- ✓ List conditions as Objections

TOP 10 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.

3. I'll try it once/I want guaranteed results

Repetition is the key. McDonalds arches. Logo association. Use example of repetition by showing publication impact greater each week. Also, stress the Program Rate savings vs. no rebates if they decide later. Remember: Under promise & Over Deliver. Review the cost of the ad vs. the return. How can we audit your results?

4. I'll have to check with my partner. He or she may not like your publication.

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

5. All of my budget is used for this week...month...with other advertising vehicles.

If your sales increased, would your budget increase?

6. 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.

7. 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)

8. Too many competitors/ not enough competitors in your publication

Remember your publications sections like Restaurant and CarMart sections. People like choices. We created this market. You can be the first to capture the market share. However can't guarantee this in the future.

9. I had past problems with your billing, circulation departments, etc.

Tell me about it specifically. I'll personally get involved. Don't ever blame the company. They will forgive you a lot easier.

10. 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.