

Objection Handling Part 1

The Fake Objection.

These are objections that are fakes. Lies.

The prospect is afraid to tell you his real objection, maybe he doesn't want to hurt you, wants to remain social or doesn't have enough rapport with you.

These are objections such as:

"I need to think about it."

And

"Its not the right time now."

And

"Let me do some more research."

And

"Let me get back to you shortly."

How do I know they are fake? Because so far in my career. NEVER anybody ever came back, or thought about it and decided to inform me or any other sales people I know about their decisions. All follow-ups are being avoided by these prospects or just rejects the offer after we manage to reach these prospects.

So how do you deal with these objections? KNOW that there is ANOTHER objection hiding behind this fake objection.

So you have to dig for it!

Here is a good method you can use:

“I understand, you wish to think about it. That is all good and fine... But lets be honest, I said something you didn't like. Correct?”

Boom! Now he tells you his actual objection!

Why does this work?

Because:

1. I asked him to be honest (telling him I know that there is another objection, and asking his cooperation in giving the full truth, which people usually do after being asked to do so.)
2. I told him that I know he didn't like something (giving him the chance to correct me and explain exactly what is his problem with my offer.)

Interestingly, when you ask or tell people to be honest, they will try to be or do so.

Now, don't take it personally. People lie. But these are harmless social lies, and the prospect didn't want to hurt you. He was trying to do the opposite, he was trying to save you from harm. So all the more reason to accept, appreciate and like your prospects who tell you these fake objections.

Nevertheless, in a nice and friendly manner, call them out. Get the truth out there. And handle their objections and get them to your solution. With your solution you can help them. Without your solution you cant.