

-Objection Handling System-

Instant Training by Adam Vizler

(Based on the Definitive Cold Sales Course)

Fake Objections:

These are the types of objections which don't even merit a proper response. Do not bother with a solution to these objections as they are FAKE. They are LIES.

If I tell you that the I can't come tomorrow to your seminar because there will be a storm. And you check the weather reports and there is no storm in sight, you can tell me in every way possible there won't be a storm, I still won't come after the handling. As that wasn't the LEGITIMATE objection. And If you prove me wrong, I will put on a drama. That's just basic human nature. People MUST NOT be wrong, or proved wrong, or else they will become your worst enemy.

So how does fake objections show themselves? They will show themselves like "I need to think about it" or "Let me get back to you" or "Let me do some more research".

Why are these fake? Because you guys just had a sales interview, which was exactly for the purpose of "thinking about it"!

Because why should he get back to you? He is here, he can get back to you NOW! By adding time to a decision will it be more clear? Not without you -the best person to consult about the decision-. Will a hidden part of the deal suddenly jump up out of the blue that will get your prospect to a great revelation? Think not..

Because doing more research won't result in anything. The best place to do research is here and NOW, with YOU who knows the most about the product!

All of these so called "objections" are just hiding another objection

behind them. But the prospect is too scared or insecure to tell you that. The prospect wants no confrontation, and be nice, and have a silent justifiable way of slipping out of the interview. If you let it, all these above objections will be translated directly to a “no thank you”.

So what should you do?

CALL THE PROSPECT OUT ON THE BS!

Let him know that you know he is lying! But of course, don't slam the table and get mad at the prospect! 😊

I would go ahead and say something like “I get it, you need to think about it, but lets be honest here... You just didn't like a part of my presentation, right?”

Or choose a wording that works out for you. You tell the prospect that you understand him, or get him. Then you say something like “be honest here” or “lets be frank” or “lets be straight here”. And then tell him that he doesn't want to go ahead because of _____ (anything of the sort). Whether rightly or wrongly, the prospect might want to correct your last words. The reason why he isn't going ahead with the deal! These sentences achieve a few things.

1. Accepts what the prospect says, so he won't get mad for not being heard.
2. Tells the prospect that you see through the lie
3. Gives an opportunity to come clean and tell the actual objection.

After which he/she will likely tell you an actual objection.

Imaginary Objections

Imaginary objections are merely made up! They are not REAL, they are imaginary. They are created out of fear. And have no physical limitations on the prospect. He is just afraid of making a wrong decision, so out of uncertainty he comes up with things that he THINKS might hold him back from making the decision. All so he does not make a mistake!

The best way to deal with imaginary objections is to reassure the prospect.

How does imaginary objections show themselves? They will show themselves like “Let me speak to my wife about this” or “I don’t think I will have time to enroll” or “It takes so much work to use the item/service” or “Your delivery place is sooo far away!”

Now, one thing to keep in mind here is that these are all BS objections. If you think about it, he needs to talk to his wife about this? Then why did he not bring the wife to the interview?

No time to enroll? You always have time to sleep, work, eat, spend time with the family, friends etc... Everybody got the same amount of 24 hours! If others managed to make time, so will he! It’s a matter of priority. Not a matter of “I can’t”!

It takes so much time to use the item/service? Yea.. But it will take more time to do whatever he is trying to do without the item/service!

Delivery too far away? Don’t we have public transport and cars nowadays? Don’t people create relationships while being countries apart? If those love birds weren’t discouraged by the distance, why would your prospect be from getting your solution to his problems?

Do you see what I mean?

Now how do you handle imaginary objections?

To an objection that says “I need to speak to my wife” I would say something like “I get it, I can see you care about your wife and her opinion. After all Mr. Smith, the house cleaning is her responsibility. But that is why I want you to get this cleaning service so much. Because your wife will benefit the most from it! Imagine, she can have more time

to spend with you and the kids. She will be so excited to hear you got her all this free time! Do it for her! What do you think?"

What we do with imaginary objections is:

1. Agree, or let the prospect know we heard him
2. Turn the objection 180 degrees around and throw it back to the prospect
3. Repeat the closing question!

The reason why this works, is because the prospect feels well heard. Then we literally took his objection (why not to do it) and turned it into a reason to do it. AND IT WAS ALL HIS WORDS AND IDEAS. And of course, people agree most with themselves and ideas.

Here the prospect is closing himself. And the wife helps us in it. As first the wife was the reason not to do it, now the wife is the reason TO DO IT!



The REAL Objections

The real objection is a legitimate reason why the prospect can't go forward with the deal. Maybe you are selling shoes and he is a war veteran with a wheel chair.

Or maybe the price of your offer is 5000 USD and he only has 4699USD on his bank account.

Or maybe you tell him to take part in a weekend training in Japan, and he has no VISA to Japan.

These are REAL reasons that PHYSICALLY holds the prospect back from buying or making a decision.

The best way to handle it is by solving it. Either you come up with a solution or you get the prospect come up with a solution.

You do that by really deeply talking through the problem at hand (objection), until the prospect's awareness expands and he starts seeing a solution. And with the solution in his arsenal, now he is able to go ahead.

He has no VISA to Japan? Ask him if he could apply for one at the embassy before the event happens?

He is too busy? Ask him where could he cut some time for your service?
Doesn't have enough money? Ask him how could he earn more, get an early salary, pick up a loan or sell something he doesn't need?

Everything is solvable!

Training Script

Fake Objections

Objection: "I need to think about it"

Answer: "I understand you need to think about it. But let me get this straight.. Which part of my presentation did you not fully liked?"

Objection: "Let me do some more research."

Answer: "I see. You want to make sure you are making the right decision. I can respect that. But lets be frank with each other. You don't like my pricing, am I correct?"

Objection: "I will get back to you"

Answer: "I understand you. I'm totally fine with that. But lets be honest here... I said something that you didn't like.. right?"

Imaginary Objections

Situation: Older gentleman being sold a new kitchen.

Objection: "Let me speak to my wife before I make a decision"

Answer: "Sir. I can see you love your wife so much that you went through this long conversation with me about getting her a new kitchen. Your understanding in this matter is like nothing I've seen before from a married man; your wife really picked the right man for the job. Therefore, I say we should trust her instincts and get her this kitchen that she has been longing for so long! You would really save her a headache with making this purchase go right for her. What do you think?"

Situation: Young adult being sold a new apartment.

Objection: “This sounds great, but it’s really too expensive compared to the other ones.”

Answer: “I understand why you would think that. And it’s true. It is more expensive. Yet the great part about it, is that this higher expense gets you a better view to the city. Bigger space where you can accommodate more people for your parties. And a luxury feel, that every one of your friends will envy as they can only afford mediocre flats. You will secure yourself an apartment that can serve you for a longer time due to the higher cost which bought newer, more modern equipment in the house. I say it is a right pick for an up coming entrepreneur like you, don’t you think?”

Situation: Business consultant selling an extensive, long term consultation to a single mom business owner.

Objection: “You are really one of the bests in your industry. But the consultation schedule is too intensive for me to make enough time for it.”

Answer: “It is not a five minutes per week program. You are right. And with the kids around I am sure you are busy trying to balance your life between family and work. But if we don’t do it now, that problem of trying to balance between these two things will never be resolved. That is why I want you to do it, and commit now with your time. The good thing is that the more time we put into it now, the less time you need to put into it in the future. You do the work and time investment now, so later you don’t have to. So when the kids start going to school, you will be able to be there as a mom, taking them to school and helping them in their home work. Being there on the important times, when they need you the most. Take advantage of this opportunity now. Any other reasons not to get started?”

Real Objections

Objection: “I literally only have \$5 in my bank account. I can’t possibly pay for this car costing \$3.000!”

Answer: “I understand, lets check if you are available to purchase on our payment plan... Any other reasons why can’t make proceed with this purchase?”

Objection: “Your office is so far away! I can’t go in there daily commuting.”

Answer: “I got you, do you by any chance have a car? Or have a friend that is passing by this area daily? This way you could cut down the travel time. How do you feel about getting started this way?”

Objection: “I have no time to partake in your competitions this summer. I have to work, go to parties, write my book and so forth..”

Answer: “I see, you are a busy man! I like to work with busy people, as in my experience they are the most effective ones in this competitions. Would it be possible to write the book before you sleep, and after the competitions? That way, who knows, you might even get some inspiration for the book from our activities! What do you say to that idea?”



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