



DALE CARNEGIE®
TRAINING

Overcoming Objections



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AT THE COMPLETION OF THIS MODULE, PARTICIPANTS WILL BE ABLE TO:

- Apply a win-win process to resolve objections
- Identify points of agreement to lower buyer resistance
- Respond to the six most common objections with confidence

OVERVIEW

It is likely in any selling situation that obstacles will have to be overcome before a buying decision is made. Often, we make the mistake of “handling” objections in such a way that the buyer is turned off. Resolving objections effectively is a process that involves careful, sensitive listening along with positive, factual responses to buyer concerns.

We must understand that buyer objections are not always rational. Objections are often totally emotional. We must respond to customers’ emotional needs, along with the obstacles preventing them from buying, if we want to build long-term relationships.

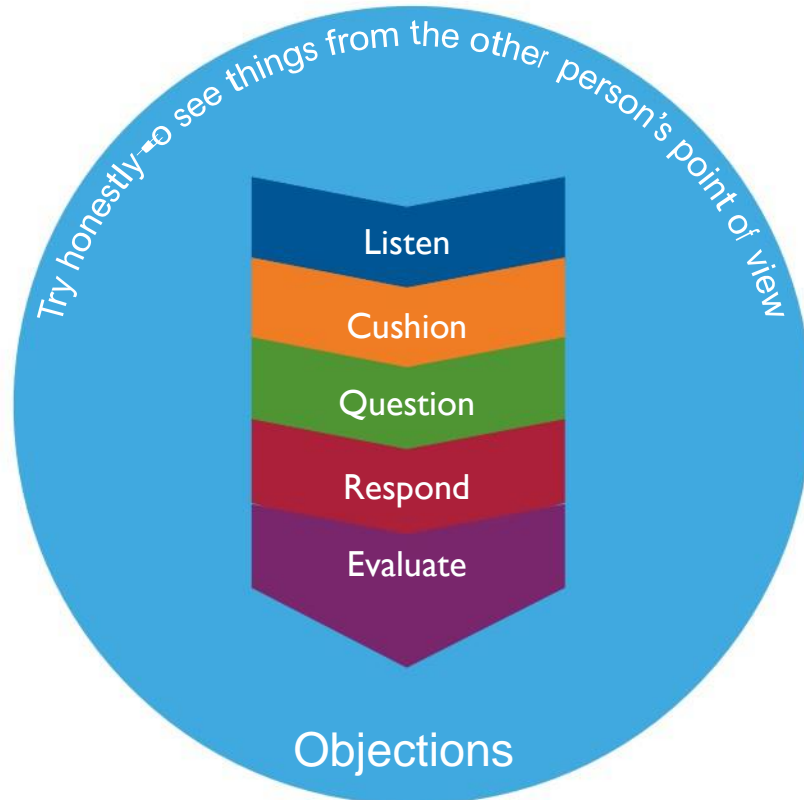
*“When life hands you lemons, don’t just make lemonade.
Open up a lemonade stand.”*

—Dale Carnegie



Objections

Objection Rule: Resolve objections by finding points of agreement, clarifying the issues, and providing compelling reasons to proceed.





Buying Objections

What is a buying objection?

Where can we encounter objections in the sales process?

How do people react when they hear objections?

When can we respond?



Objection Decisions

Category

Hopeless

Trivial

Misconception

Put-off

Prejudiced

Genuine

When to Respond

Now

Later

Before

Never



Gain Willing Cooperation

Win People to Your Way of Thinking

10

The only way to get the best of an argument is to avoid it.

11

Show respect for the other person's opinion. Never say, "you're wrong."

12

If you are wrong, admit it quickly and emphatically.

13

Begin in a friendly way.

14

Get the other person saying "yes, yes" immediately.

15

Let the other person do a great deal of the talking.

16

Let the other person feel the idea is his or hers.

17

Try honestly to see things from the other person's point of view.

18

Be sympathetic with the other person's ideas and desires.

19

Appeal to the nobler motives.

20

Dramatize your ideas.

21

Throw down a challenge.



Most Common Objections

Write your most common objections, using the words your prospects would say.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

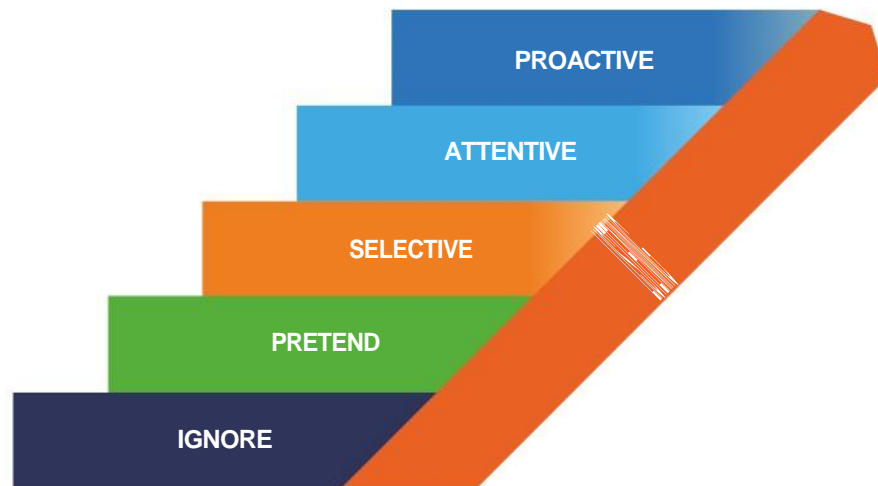


LISTEN FOR UNDERSTANDING

STEP ONE

It can be a real challenge to really listen to objections. Most salespeople face the same handful of objections, and we tend to hear them all the time. We generally think we know what the buyer is going to say, and we often know how we will respond. This creates a tendency to listen halfway through and jump in to respond. This is an important time to slow down the sales process, listen for understanding, and see objections from the buyer's point of view.

Listening Levels



Notes



STEP TWO

CUSHION

A cushion is a statement that acknowledges that we listened to the prospect, heard the objection, and recognized it's importance. When a buyer states an objection, our first action should be to cushion the objection. A cushion does not agree, disagree, or answer the objection.

Examples of Cushions:

- | | |
|-----------|--|
| Objection | <i>Your price is considerably higher than I expected.</i> |
| Cushion | <i>I appreciate your concern about the investment.</i> |
| Objection | <i>I am happy with my current provider.</i> |
| Cushion | <i>I'm sure your current provider has been satisfactory.</i> |
| Objection | <i>My staff is happy with the process they are using now.</i> |
| Cushion | <i>Certainly you want to keep your staff happy.</i> |
| Objection | <i>I do not think we're ready to make a change at this time.</i> |
| Cushion | <i>I know you want to make the right decision at the right time.</i> |

Cushions for my top six objections:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

QUESTION TO CLARIFY

STEP THREE

When the client gives an objection, it can be perceived in four ways:

- What they say
- What we hear
- What we interpret it to mean
- What they really mean

It is critical that, before responding to the client's concern, both the salesperson and the client clearly understand what the concern really is. Let's be careful not to interpret the objection, because our response might be off target if our interpretation is incorrect.

Example

When a prospect says, "Your price is too high," he or she might actually be saying something quite different.

What the prospect says: "Your price is too high."

What we hear: *He or she is balking at the price; we aren't competitive.*

What we interpret it to mean: *I've got to do something about the price or I might lose this sale.*

What the prospect really means: *Based on the information that I have, the price/value relationship doesn't appear to be in balance. Help me understand.*

What questions can you ask to gain a clearer understanding of objections?



RESPOND

STEP FOUR

Deny

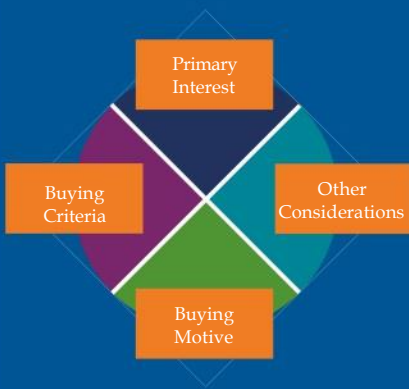
Deny falsehoods
or
misinformation.

Admit

Admit problems your
company has now or
had in the past.

Reverse

Turn objections
into reasons
for buying.



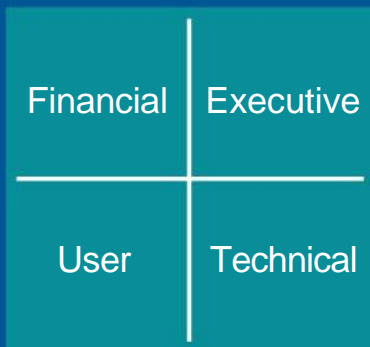
Relate to Interest Areas

Primary Interest: _____

Buying Criteria: _____

Other Considerations: _____

Buying Motive: _____



Appeal to Buying Perspectives

Executive: _____


Financial: _____

Technical: _____

User: _____



RESPOND (CONTINUED)



Explain

Demonstration: _____

Example: _____

Facts: _____

Exhibit: _____

Analogy: _____

Testimonial: _____

Statistics: _____

Evaluate

Ask questions to determine if the objection has been resolved.

Evidence for my top six objections:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



EVALUATE

STEP FIVE

We may think that we have done a terrific job of resolving the buyer's objection. However, it is what the buyer feels that is important. Before moving ahead, let's take a moment to evaluate whether or not the buyer is ready to move forward toward a commitment.

Examples:

Does that make you feel more comfortable about the investment?

How does that sound?

Does that address your concern?



Summary

The two most useful ideas I gained:

1. _____
2. _____

Application opportunities:

Specific actions I will take:

Business impact:



Notes
