

Handling Concerns and Overcoming Objections

Card Member Concerns and Objectives are Buying Signals!

- Concerns and objections raised by the Card Member show that they are interested and engaged in what we are saying.
- The Card Member needs more information or more of a reason to book with us.
- They are also not fully convinced yet that the experience we are presenting meets their true needs.
- Handling their concerns with a positive mind-set and confidence is essential. When we do this the Card Member's confidence in us also grows and your next step is to ask for their business!

Here is a method you can use to structure your response to a Card Member's concern:

Feel - Felt - Found

Show that you understand how you **FEEL**.

Empathize with the Card Member: tell them that you can understand how they feel as they raise objection.

Mention that other Card Members have **FELT** the same way.

Empathize with the Card Member: tell them that you can understand how they feel as they raise objection.

State what they **FOUND** was...

Tell the Card Member what other Card Members found when they went on to book their experience with TLS. What they found that overcame their objection.

Don't just overcome the objection by saying, they found everything was okay. Tell the Card Member how others, with the same objection, found that not only was everything okay, but actually it was far better when they used TLS for their travel booking!

Here's an example:

"I understand why you might **FEEL** the price for this hotel is a little high. Other Card Members I have spoken to have initially **FELT** the same way. When they saw The features of the FHR property, which includes complimentary wifi and breakfast for two, early check in, a room upgrade upon arrival, if available late check out and a \$100 resort credit, they **FOUND** it was great value and that it satisfied their needs completely, so they booked without any further delay."