

Partner Enablement

Objection Handling Recap



Agenda

- **Quick Summary of Objection Handling on Sales Accreditation**
- **Objection Handling (5W1H)**
- **Next Action**
- **Q&A**

Summary

~Objection Handling on Sales Accreditation~

Different Type of Objection Handling

1 General Objection Handling

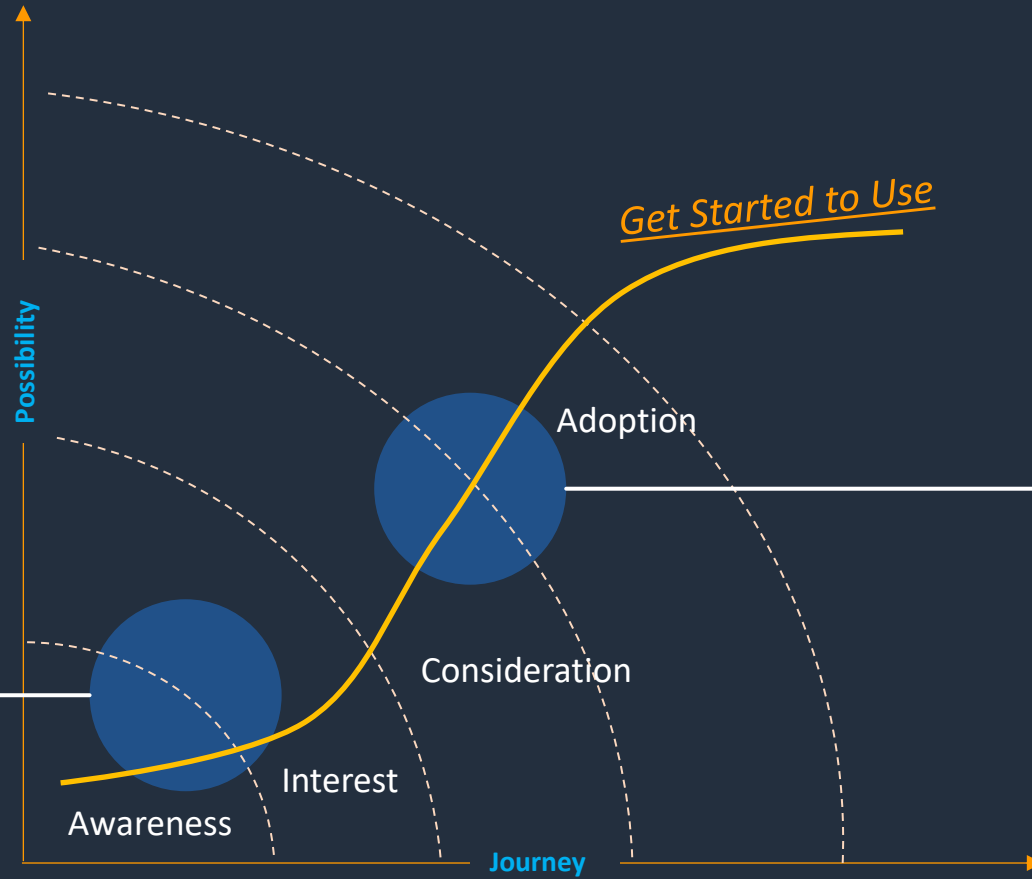


- *Sorry, I'm busy now can not talk anymore.*
- *I'm not responsible for IT System in my company.*
- *Please try to contact with another person.*
- *I'm not interested in Cloud at the moment.*

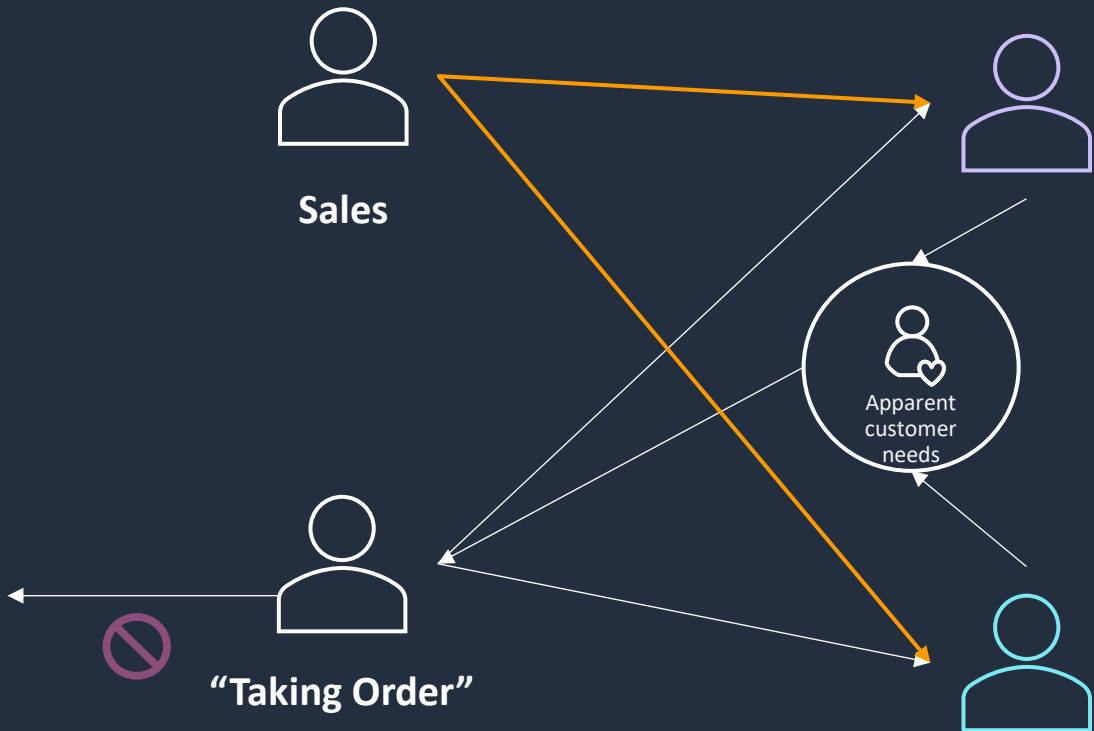
2 Specific Objection Handling (Cloud Objection Handling)



- *Does using cloud take more cost?*
- *I'm concerning about Security.*
- *There is no budget for this project.*
- *There are not enough technical capacity and capability in my company.*



“Sales” is not “Taking Order”



Objection Handling

- *Sorry, I'm busy now can not talk anymore.*
- *I'm not responsible for IT System in my company.*
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- *Does using cloud take more cost?*
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Dive Deep ~into Objection Handling~



Objection Handling?

5W+1H

What

is

the Objection handling

Why

need

the Objection Handling

When

Use

the Objection Handling

Who

use

the Objection Handling

Where

use

the Objection Handling

How

use

the Objection Handling

Objection Handling?

5W+1H

What
is
the Objection handling

What is the Objection Handling



Search Service

a

Company "a"

Objection handling is when a prospect presents a concern about the product/service a salesperson is selling, and the salesperson responds in a way that alleviates those concerns and allows the deal to move forward. Objections are generally around price, product fit, or competitors. Sometimes, the objection is a good old-fashioned brush-off.

To understand customer deeply, what are customers concerning, looking for, pain point and so on, in order to contribute to customer business.



Apparent	Inapparent
<i>I can't trust cloud infrastructure from security perspective.</i>	<i><u>I have experienced security issue on other cloud provider/on-premises.</u></i>
<i>We don't have enough budget at the moment.</i>	<i><u>We are actually not sure to prepare budget for it as well as how to use cloud.</u></i>
<i>I'm so busy now so I can't talk with you anymore.</i>	<i><u>I need to focus on maintenances for current on-premises workload.</u></i>
<i>I'm not interested in AWS.</i>	<i><u>I want to avoid to have relation with other cloud more as we have just started to connect with other provider.</u></i>

Objection Handling?

5W+1H

Why
need
the Objection Handling

Why need the Objection Handling



Search Service

Knowing how to respond to objections in a persuasive and compelling manner can help you overcome customer hesitations, build trust, and ultimately close more deals.

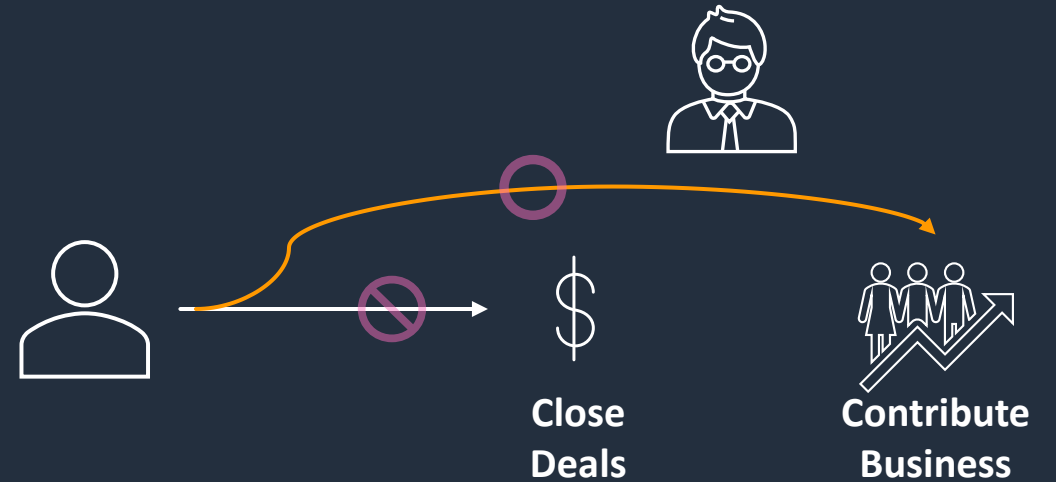
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Company "a"

Knowing how to respond to objections in a persuasive and compelling manner can help you overcome customer hesitations, build trust, and ultimately ~~close more deals.~~

=

Contribute to more customer business.



Objection Handling?

5W+1H

When
Use
the Objection Handling

When use the Objection Handling (means timing)



Search Service

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Prospect

Qualified

Technical
Validation

Business
Validation

Committed

Launched



Whenever you are engaging with Customers.

Customers
Journey



a
Company "a"

Objection Handling?

5W+1H

Who
use
the Objection Handling

Who use the Objection Handling



Search Service

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Company “a”

Objection handling is when a prospect presents a concern about the product/service a **salesperson** is selling, and the **salesperson** responds in a way that alleviates those concerns and allows the deal to move forward. Objections are generally around price, product fit, or competitors.

Whoever has possibility to face with Customers.



Sales



Engineer



Customer Service



Others



Customer

Objection Handling?

5W+1H

Where
use
the Objection Handling

Where use the Objection Handling (means cases)



Search Service

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Company “a”

Wherever you are connecting with Customers.

Various Cases



Mail



Chat



Call



Meeting

Objection Handling?

5W+1H

How
use
the Objection Handling

How use the Objection Handling



Search Service

To handle objections more effectively and close more sales, focus on building rapport with prospects, actively listening to their concerns, tailoring your responses to address their specific objections, and demonstrating empathy and understanding throughout the sales process.

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Company “a”

Try to understand customer deeply and ask a question to customer while considering what question makes it be more clearly.

Improve by practicing as a BAU.



Let's move on to practice →

“Cloud” Objection Handling



Cloud Objections



Cost



**Security, Compliance
And Privacy**



**Loss of control
or visibility**



Existing infrastructure



Skills gap



Vendor lock-in



Sustainability



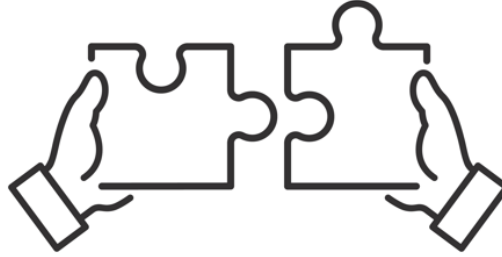
"The Cloud is too expensive"

AWS cost optimization



1

Choose the right pricing models.



2

Match capacity with demand.



3

Implement processes to identify resource waste.



"We're concerned that our data won't be secure"

Security



At AWS, security is our top priority.

The security posture is higher than in legacy environments.

Customers inherit all the benefits of our experience.

Our security is validated against the strictest of third-party assurance frameworks.

For more information, see Testimonials at
<https://aws.amazon.com/compliance/testimonials>.



Shared responsibility model



Earn trust

Security of the Cloud

AWS is responsible for protecting the infrastructure that runs all of the services offered in the AWS Cloud

Security in the Cloud

Customer responsibility will be determined by the AWS Cloud services that a customer selects

For more information, see Shared Responsibility Model at

<https://aws.amazon.com/compliance/shared-responsibility-model>.





**"I hear news stories about sensitive data
being exposed"**

Loss of control

Example:

A customer wants to ensure that they do not accidentally expose data when they configure S3 buckets.



AWS provides a range of features and services that can help avoid misconfigurations.



Using AWS CloudTrail customers can log, continuously monitor, and retain account activity related to actions across their AWS infrastructure.



The Amazon Macie security service uses ML to help prevent data loss by automatically discovering, classifying, and protecting sensitive data in AWS.



"We're heavily invested in our on-premises infrastructure"



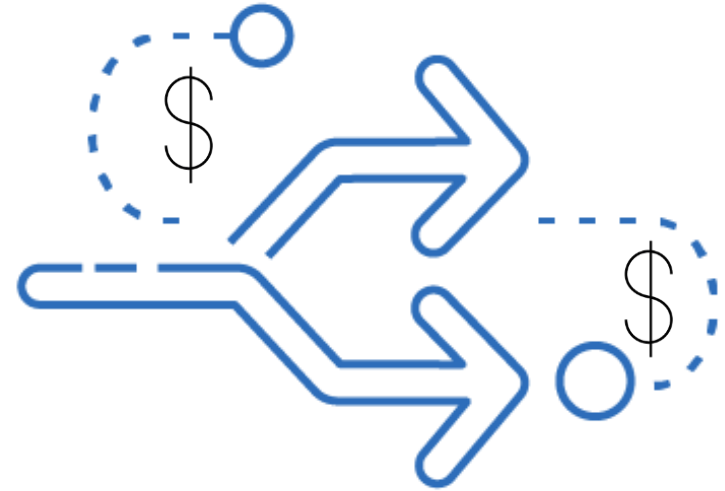
"Our staff do not have the cloud skills to support this project"

The concept of lock-in

The term "lock-in" is misleading.

We should really talk about **switching costs**.

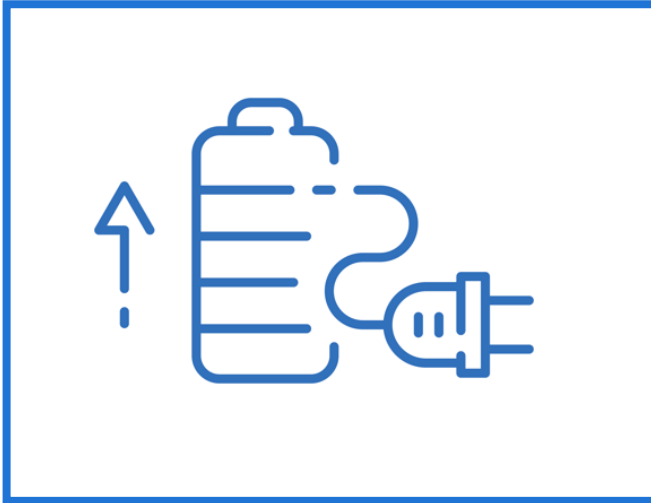
Switching costs has existed throughout the history of IT.





"What is the AWS position on sustainability?"

Greener in the cloud



The AWS infrastructure is
**3.6 times more
energy efficient.**



AWS performs the same task
with an
**88 percent lower
carbon footprint.**



Thank you!

Q&A

