

SALES OBJECTIONS HANDLING



Objectives

- To ensure agents are able to Handle objections and go directly back to the script through mini role play sessions.
- Provide the steps in handling an objection.
- To allow reps to have a rebuttal for the top 5 objections .
- To enhance reps responses for objections through mini role play session.

Introduction

In handling customer objections during the 2nd half of your call, it's important to identify the steps to take in making sure the customer's "What is in it for me?" is answered accurately. Remember, the customer has stayed with you on the phone long enough for you to provide your pitch, that means he is interested.

But if the value of the services you offer is not established, the customers will most likely:

- Hang up
- Sign up with a different company
- Ask us to take them off our call list

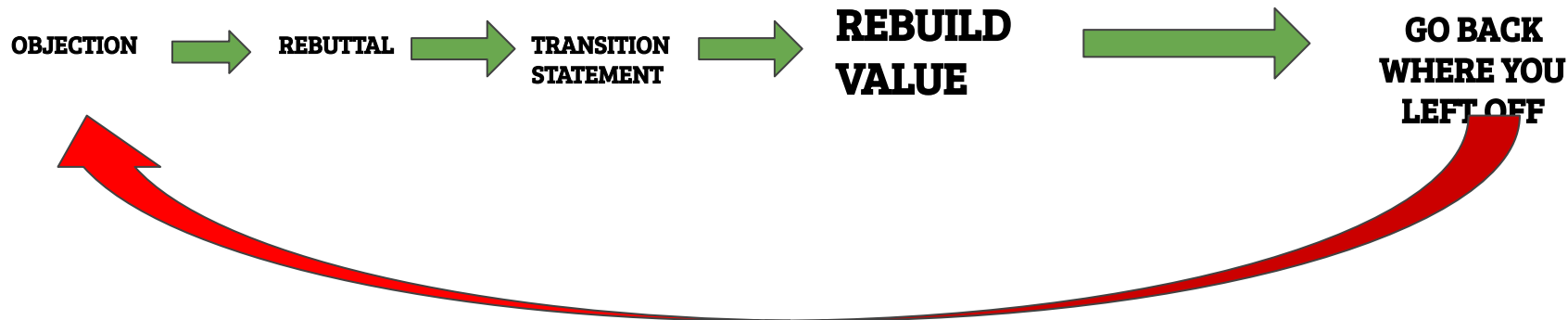
DO NOT STOP AT REBUTTALS

As early as training, we are required to memorize rebuttals for every possible objection a customer throws at us.

However, our task does not end by simply giving the right rebuttal. We need to control the call by making a strong follow-through once we've handled the customer's objection/s.



Remember to always rebuild the value



Since this is in the latter part of the call, it is imperative that you remember this loop to ensure that you exhaust all possible ways to get the deal.

Transition Statements:

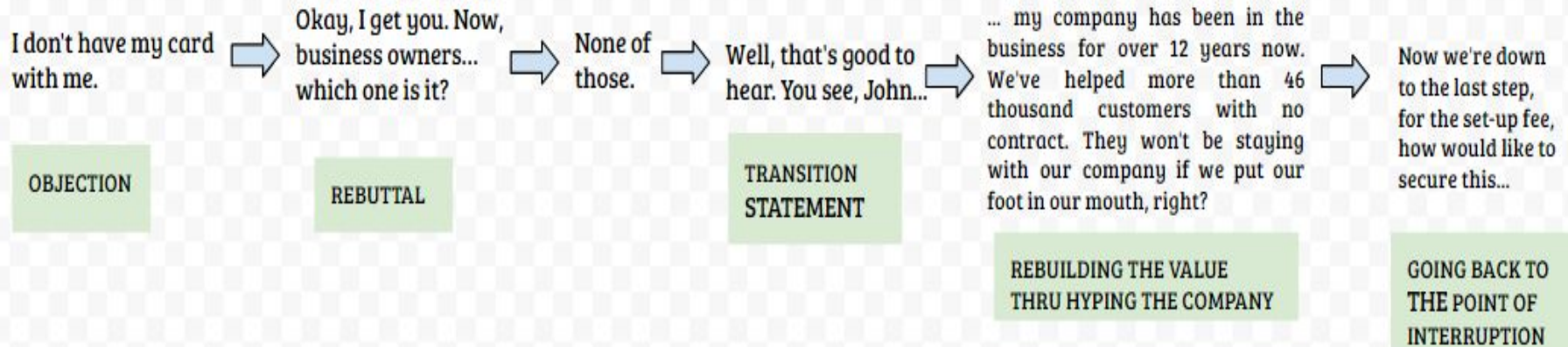
Transition words/ phrases can serve as stepping stones for you to move to the next step of your call flow. They provide the customer with directions for how to piece together your ideas into a logically coherent thought. Here are examples of transition phrases you can use:

- *Well, you see...*
- *Now the last step...*
- *Going back to what I said earlier...*
- *Other than that...*
- *So first...*

Rebuilding the Value:

Rebuilding value is a broad technique that can be done through a lot of sales techniques. It is used to create value for all the services beyond with and beyond your pitch. Building Value can be associated with any number of sales techniques including :

- *Hype yourself*
- *Hype the company*
- *Use ROI on services*
- *Use Storytelling*
- *Use the Timeline Graph*
- *Use If approach*
- *Reassurance*



5 Common Objections :

- I don't have my card with me.
- Let me do a research first/ I don't make snap decisions
- I don't make decisions without talking to my partner because that's what we agreed on.
- I am seeing a lot of bad reviews about your company.
- I am driving right now. I need time to think about this.

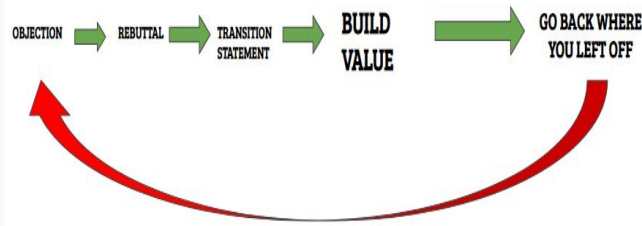
I don't have my card with me

"Okay, I get you. Now, business owners are the most responsible people I know, and when a business owner tells me that they don't have their card with them, its either they don't trust me, or they don't think the program will work for their business. Please level with me, which one is it?"

Let me do a research first/ I don't make snap decisions

"That's great, that only means that I am speaking with an intelligent business owner and that tells me you are exactly who we are looking for. Let me tell you this, the best educated decision you will make is when you see what we can do for your company. (Now, this is how fast we do it.... ROI on services/ timeline graph)"

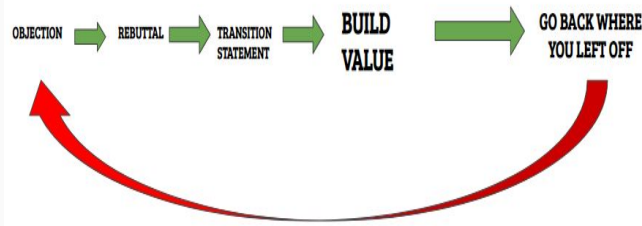
"That's perfect. Doing research will only take 2 minutes. Let's do research together! I sent you something on your phone (send our website link, success stories, timeline graph)"



Talk to partner

"Is there anything that your partner would not like about the program? (Wait for customers response) I'm sure your partner would agree on doing something that is for the progress of the business. (Go back to # of searches and competitors)"

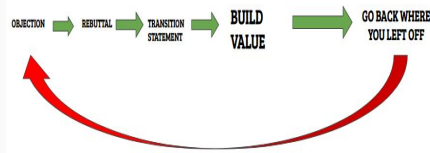
"The best decision you and your wife will have, will be after you see results. At the end of the day, it's always up to you to decide if you want to stay or not. There are no contracts. I would highly recommend we lock the spot today. then you can talk to your wife and call me tomorrow let me know if you have questions or whatever concerns you may have."



Bad Reviews

"I hear you on that, where did you see that review? While Rip Off Reports is a very useful and informative website, please don't take the items posted on that site as fact. They are posted by individuals without any background information or evidence. Don't listen to me or anyone else, you can research on your own. But the most reliable review you can find online is through the Better Business Bureau. As you can see, those reviews are less than 1% of the total reviews that we have. Now we may not please everyone, but having an "A" rating with the BBB tells you that even with those reviews we do our best to resolve issues with our customers"

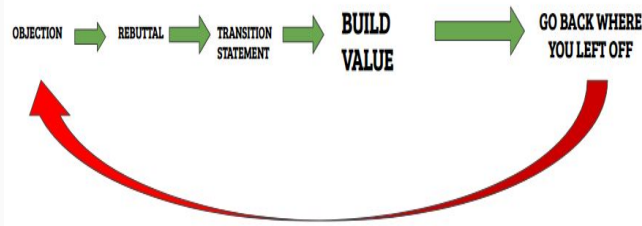
"I'm sure you are familiar with McDonalds right? They serve over 1 billion burgers everyday but they also have those type of reviews. As you know Mr/Mrs customer competitors will always try to bad mouth their competitors but here at 411 locals we (back to hype the company)...."



Im Driving

"I hear you put me on speaker, let's multi task. These spots on google do not come very often, and when they do, the spot gets snatched up very quick. Can you pull over? I can wait."

"That's perfectly fine. Now, I don't want to put pressure on you but I hope you understand that since we're a certified all star partner with Google we follow their rules and specifications, that is to work with one company per industry per area. So we're only looking for one company can do your service and that's one of the reasons why we are giving it to you for only \$49.99. This will just take a few more moments of your time."







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