

# Objection Handling



Even the best salesperson should expect to face objections from prospects. When objections arise, how will you handle them?

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INTRODUCTION



WHAT IS OBJECTION HANDLING?



WHY DOES IT MATTER?



WHEN DO YOU DO IT?



WHAT MAKES OBJECTION HANDLING EASIER?



HANDLING COMMON OBJECTIONS



SUMMARY

# INTRODUCTION

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## **Selling is hard enough without having to deal with objections.**

But, that's the reality. Your prospects are unlikely to accept everything you say without some pushback, especially as decision-making groups work to align sometimes very different sets of priorities.

## **Change rarely occurs without challenge.**

While hearing and responding to objections might not sound like fun, they are, ultimately another opportunity for you to show up as consultative partner for your prospects.

## **In this lesson, you will learn:**

- What objection handling is and why you need to do it
- When objections are likely to arise and how objections can differ in various facets of organizations
- The relationship of the primitive and rational brains to objection handling



How to tackle several of the most common - and most sales-killing - objections prospects raise

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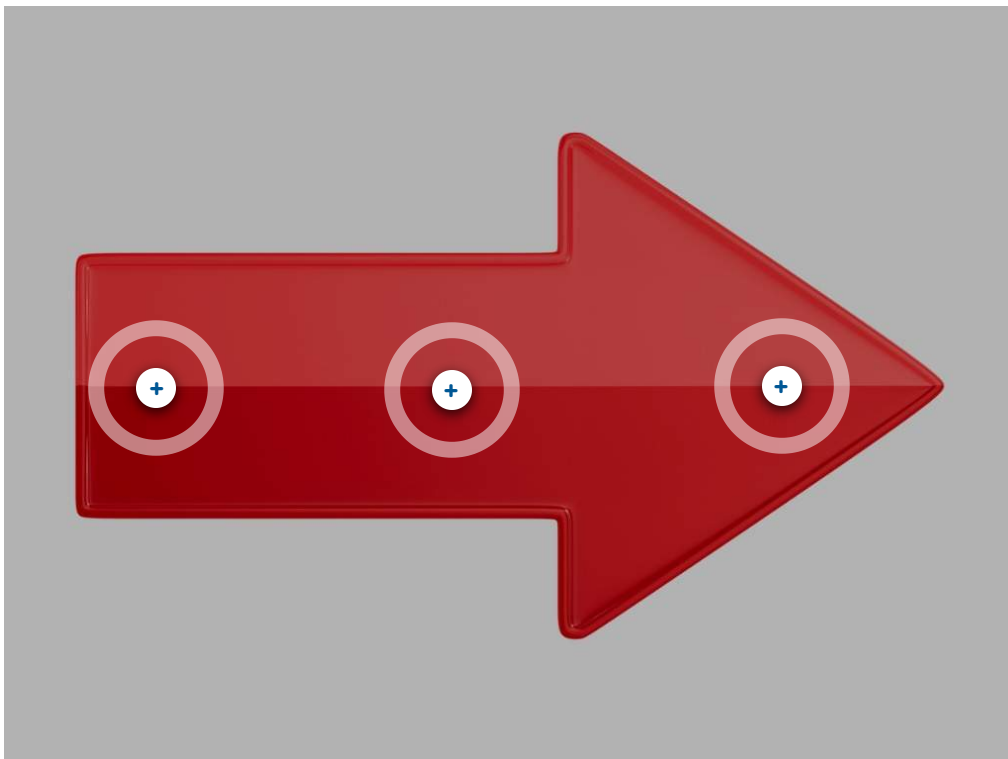
# WHAT IS OBJECTION HANDLING?

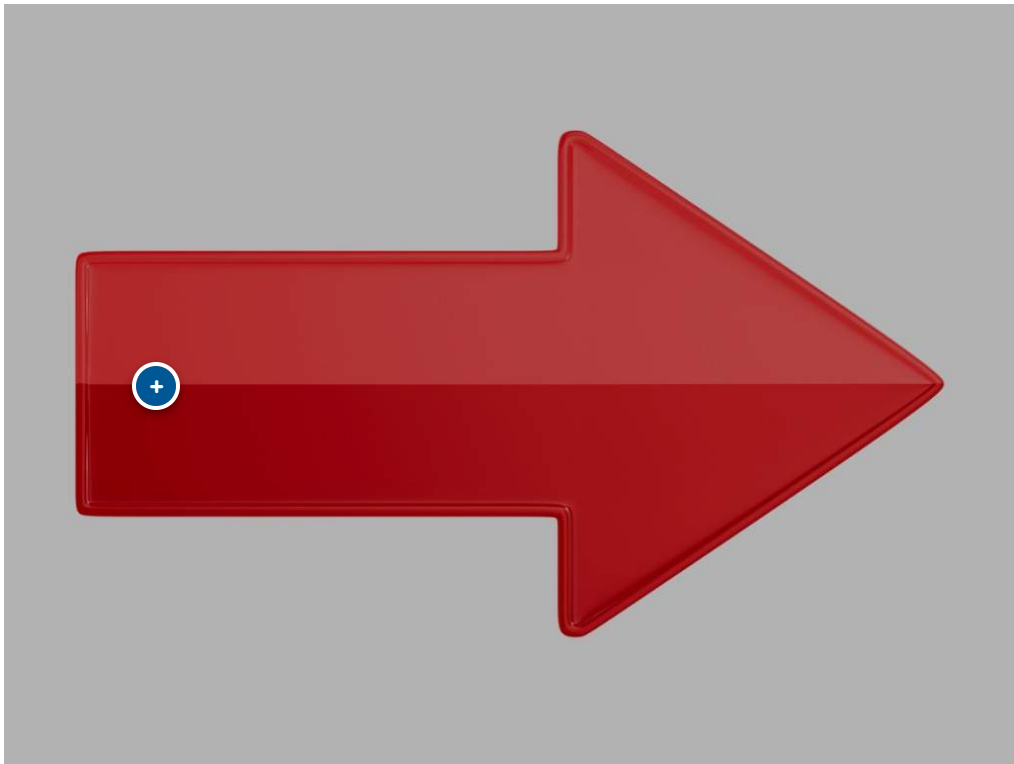
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**Let's first align on what we mean by "objection handling."**

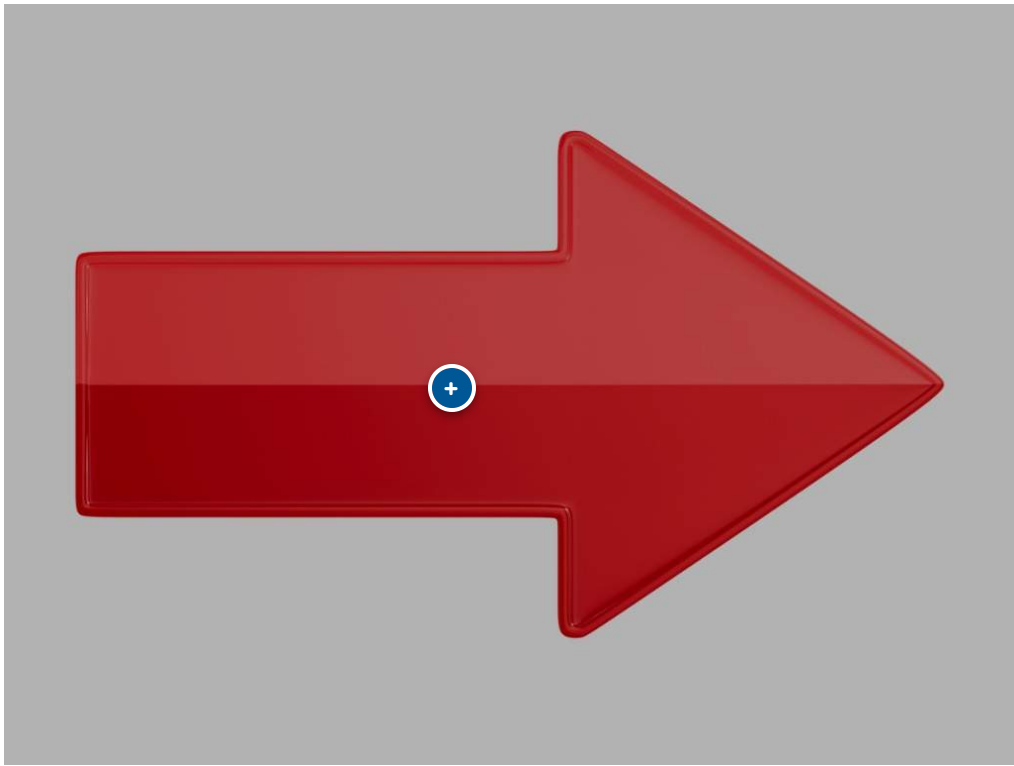
Objection handling, put simply, is when your prospect presents a concern about the product or service you're selling and you, as the sales rep, respond to that concern in a way that enables the conversation and sale to move forward.

**CLICK** through the interaction below to see how the conversation might flow.

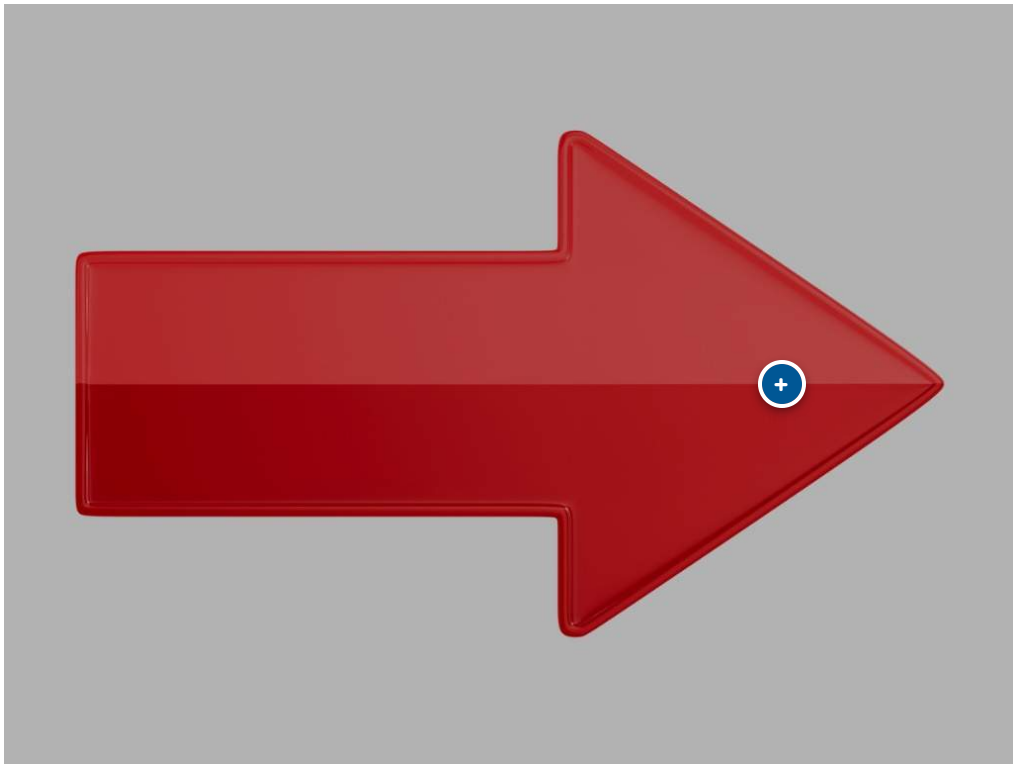




Prospect presents a concern



Sales rep addresses that concern



Sales conversation continues

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# WHY DOES IT MATTER?

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**Are objections really that deadly? Can't you just brush by them?  
Can't you just focus on how great your solution is?**

**Think** about objections this way:

An unresolved objection is like a layer of bricks on the ground between you and your prospect.  
Stack up too many of these layers, and suddenly there's a wall between you.

Now your prospect can't see anything BUT the wall. And you've seriously strained your ability to continue to consult and problem solve with your prospect.

You might be representing the solution that will completely revolutionize your prospect's potential.  
But if they can't see anything but unresolved objections, you're never going to be able to get there.





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**If you truly believe your solution can help a prospect address a challenge, you owe it to them to handle objections as they come up and prevent that wall from forming.**

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# WHEN DO YOU DO IT?

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## When should you expect objections to arise?

As you learned in the lessons about the H.A.N.D.L.E. methodology, the sales process isn't a list of orderly steps, but rather a set of objectives.

Likewise, handling objections isn't a step you check off at a specific moment in the process--it's something you need to be ready to do at any point.



That said, there are some functions in the H.A.N.D.L.E. methodology that are more likely to result in a prospect raising objections.

**FLIP** the cards below to learn more.

Align focuses on finding and aligning to the decision-maker's

Align

priority to win their business. As you are working to discover the

Navigate

Navigate is where you outline what comes next for your prospect, now that you understand their need and how what you offer addresses it. Navigate is ripe for objections, especially as you and your solution move into larger/broader buying group contexts where questions and

Define

The Define function is when you commit the intended scope to paper. When a project--and its associated costs--are crystalized for the first time, prospects may raise objections that you must be ready to address.

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## **Why does it matter if you know when objections will occur?**

Recognizing the common moments that can lead to objections helps you prepare for those objections. In fact, prepping for expected questions and concerns is a key part of the Navigate function.

But, ultimately, objections aren't sequestered to certain moments in the process, though they can be indicators of whether you're in the right part of the organization.

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## **Objections “higher up” versus “lower down”—and what they mean for you.**

When you're early in your sales conversations and higher up in the organization, you're less likely to face objections to your solution.

Why? Because you're not really having a conversation about the solution at all. Instead, you're consulting and providing value.

What resistance will you likely see? At this level, “objections” will come in the form of being pushed off and not given the opportunity to consult at all.

In fact, if you're early in the process and running into solution-level objections, that might be an indication that you're too far down in the organization.

Let's practice with a quick sorting exercise.

**DRAG AND DROP** each card into the area of the organization you will likely hear that objection.

HIGHER UP ORGANIZATION

We've set the budget for this year and aren't addressing that concern.

Our strategic plan is not focused in that area.

We're satisfied with our performance in that area.

LOWER DOWN IN ORGANIZATION

This solution is too expensive.

I don't see how we will get our users onboarded to this process.

**We don't have the bandwidth  
to train on these new  
products.**

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As you consider these objections and others you've encountered, you might wonder if there IS a way around all of them.

Can you really satisfy your prospect's concern on every occasion?

We think so--especially if you remember that objection handling really has to do with managing two key parts of the brain.

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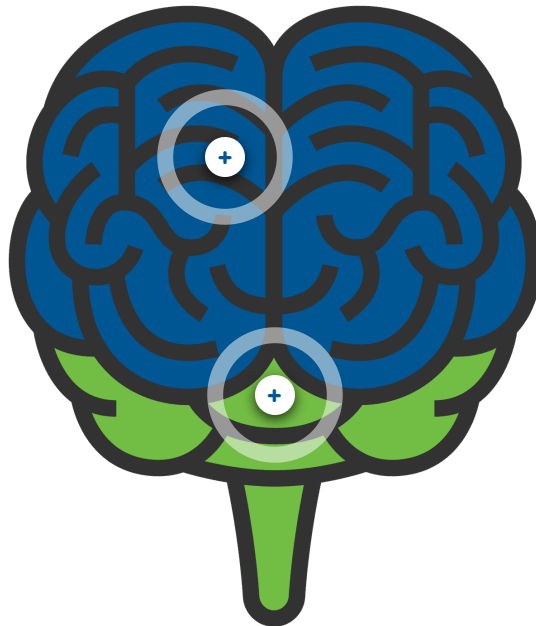
# WHAT MAKES OBJECTION HANDLING EASIER?

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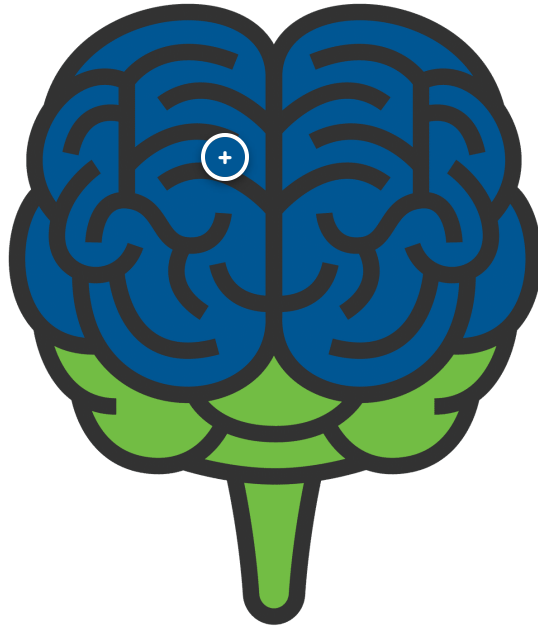
## Remember the role of the brain?

In the **Let's Get Neuro lesson**, you learned that you're NOT selling to a prospect so much as you are selling to that person's BRAIN.

**CLICK** each marker below to review the two key decision-making parts of the brain.



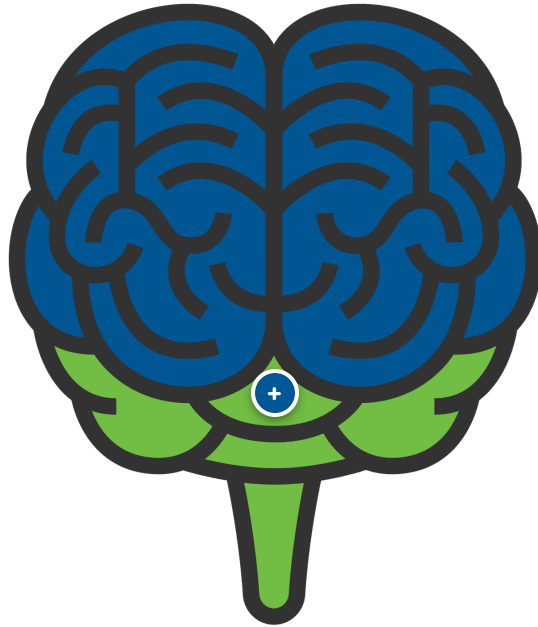




### **Rational Brain**

The rational brain thinks slowly and requires a ton of energy to operate.

It's responsible for logic, processing data, and making comparisons.



## **Primitive Brain**

The primitive brain thinks quickly and is energy-efficient.

It's responsible for instincts, reactions, and scanning for danger.

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## **But what does this have to do with objections and effective objection handling?**

Honestly? Everything.

When you remember that the brain has two distinct decision-making forces inside it, you're empowered to approach prospect objections with that in mind. No pun intended.

How?

When an objection arises, ask yourself, Where is this objection coming from? The primitive brain or the rational brain?

When you encounter a rational brain objection (such as, “We aren’t looking for anything like [your solution] right now.”) one way to move forward is to ask yourself, Is there a path I can take through the primitive brain?

Let’s **look** at an example.



**Rational brain excuse:** “This [product or service] isn’t in our budget right now.”

**Primitive brain path forward:** “I can understand that this isn’t in your budget right now. What potential risks do you face by not addressing [a challenge your solution addresses] right now?”

With this approach, you wake up your prospect's primitive brain and remind them of the threats and pains you're here to help them address. That continues the conversation and keeps the door open for you to later share the facts and data that will satisfy the rational brain.

Can you think of a primitive brain path forward for each rational brain objection below?

**Consider what you might say, then flip the card to check your thinking.**

"Your product is great, but I just don't see us making a change right now."

"What opportunities are you missing out on by not considering other possibilities?"

“We don’t have the bandwidth to train on something new.”

“What risks do you face by not equipping your team with this information?”

CONTINUE

# HANDLING COMMON OBJECTIONS

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## Handling the “greatest hits” of objections.

We’re sure you’ve heard them--and maybe you’ve even tried them out yourself when you wanted to end an unwanted sales pitch. There’s a reason that some objections are so common: they tend to shut down sales reps.

But do they have to? We don’t think so, especially when we remember the way the brain is operating in any sales conversation.

Review each customer objection below, followed by our recommended approach and the rationale for that approach.

*Remember: your goal is to keep the conversation going.*

### Acknowledge the Objection

Acknowledge the objection: “I can understand that budgets are tight and there might not be room for something new.”

## Remove the Obstacle to Continue the Conversation —

Remove the obstacle to continue the conversation: "Let's say money isn't an obstacle. If it weren't, is this [problem/solution] something you would want to try to tackle?"

## Why this Approach —

Reframing the objection as an "imagine if..." gives you a path forward in the conversation. By shifting into a hypothetical space, you can continue to discover more about the prospect's hopes and challenges without fixating on their budget constraints.

## Client Objection

"I appreciate your time, but we're happy with what we have."

## Handle the Objection

1

Acknowledge the objection: "That's great that you have a provider you're happy with."

2

Remove the obstacle to continue the conversation: "Can you share with me one or two things that you really love about what you have? What are one or two things you might wish for?"

### **Why this approach?**

By asking, first, about what this prospect appreciates about their current solution, you learn more about what they value. Then you have the opportunity to also ask about what might still be on their wish list, which creates an opportunity to connect your solution to unmet needs.

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### **Client Objection**

"Everything you've shared sounds interesting, but I'm not really the person who makes this decision."

### **Handle the Objection**

1

Acknowledge the objection: "I understand that you might not be the person I need to connect with."

2

Remove the obstacle to continue the conversation: "Who would you say cares most about [topic you want to consult on] at your organization?"



### **Why this approach?**

First, this approach avoids asking to be allowed to go pitch to another contact, which might make your current contact uncomfortable. Second, it'll be really difficult for your current contact to say "nobody cares about that here"--and if they do say that, then you're not in the right place to sell, anyway.

**CONTINUE**

# SUMMARY

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## Congratulations!

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