



OBJECTION
TRAINING



OBJECTION TRAINING

Identify, Empathize, Isolate, Handle, Close:

Step One: **IDENTIFY**

When handling objections it will be absolutely imperative that we know that it is a true objection and not a smoke screen or something that the customer is looking to clarify. First we must IDENTIFY the objection. Objections are defined as a term used in sales when a customer challenges or rejects a salesperson's idea or suggestion, or when the customer communicates issues that will prevent the sale from moving forward. *Examples of common objections are "I need to talk to my spouse.", "I can't afford the system.", "I want to shop around." or "I need to think about it."* Identifying this as an objection is an internal process that you will go through to determine whether or not you will engage in the rebuttal process.

Step Two: **EMPATHIZE**

Empathy is the ability to communicate and understand someone else's situation and feelings. By being able to speak with a customer using empathy, a sales professional communicates understanding and builds trust in the relationship. This is vital because it will not only force you to align yourself with the customer it will communicate to the customer that their concern is being heard and understood turning the rebuttal into a solution at best and a negotiation at worst but you will continue to work towards the sale. *"Mr. Customer I understand your concern when it comes to blank, however..."*

Step Three: **ISOLATE**

A mistake that you will want to avoid is assuming that there is only one objection. Before engaging the objection you must isolate it to insure there is no red herring which is defined as a deliberate attempt at diverting your attention from the real issue. You will isolate the objection by stating *"Mr. Customer, other than blank, would there be anything preventing you from moving forward on this today?"* The customer may state that there is nothing or at this point state the true objection which is the issue that they are truly looking to resolve. After securing any and all objections you will then lock in on them by stating *"Mr. Customer if we can provide you with a satisfactory solution to your concern regarding blank do you see any reason why we wouldn't be able to move forward with your order right now?"* Please note that you must escalate the fact that the solution will require that they sign up right now, this will position the sales person to gain agreement to the solution which is actually gaining agreement on the sale.

Step Four: **HANDLE**

Not until this point are you as sales professionals really prepared to handle the objection. Attempting to handle any objections prior to this point is more than likely only going to lead you to more objections. You will now be positioned to rebuttal the objection with the understanding that it will result in a yes or no decision on the sale. This is where you will rebuttal with the appropriate response. You will have determined what the true objection is and your rebuttal will now hit at the heart of what is truly preventing the sale.

Step Five: **CLOSE**

The most important part of the process is the last step. Without providing an immediate attempt at a close you will only allow the prospect to try to hand over another objection. It will be imperative that you once you rebuttal and provide the solution to the concern that the prospect has expressed to you that you go to a closing statement. *"Mr. Customer does that sound fair to you?", "Mr. Customer does that make sense?", "Mr. Customer what is the address that we will be monitoring?", "Mr. Customer what is your email address?"* This will bring out a very organic answer, since you are no longer selling a system you are now providing a solution to their concern. Be prepared to begin the process again if another *valid* objection is presented.

***** I would like to point out that this formula will only be effective as part of a process. A process that consists of a strong presentation, building rapport and asking good questions, failure to do that first will not allow these techniques to be successful.

If the process doesn't work the first time, you have to keep going.

"Well obviously (whatever the objection is) isn't really what is stopping you from moving forward. May I ask what it is?"



Whenever the customer delivers 2 or more objections in one sentence.....

“Out of those (2,3,4 etc) what is the most important to you?”

OBJECTIONS AND REBUTTALS

1. (During the introduction) “We changed our mind; we’re no longer interested” OR “I am busy right now” OR ANY OBJECTION YOU GET IN THE OPENING.

I understand, but I have 2 questions for you:

Obviously, the protection of your home, family, are important to you correct? I can also assume that your families’ protection and peace of mind is worth investing one dollar per day right?

Since the answer to both of the questions are yes, in the next few minutes I will explain to you how you can get your family protected at the most affordable rate. If you like what you hear we will go forward, and if not you can tell me no. Is that fair enough?

You should use this rebuttal when you are faced with ANY smokescreen at the beginning of the presentation.

Example:

Customer says: “I didn’t submit any information online”

“That was a mistake. I tried to back out of the survey”

“I changed my mind. I am not interested in that”

“I can’t afford anything right now”

2. (In the middle of the presentation) “Does this include all of my windows/doors? /how long is the contract?”

That’s a great question; and we have different options for you. Remember, my job is to customize your package to meet your families’ specific needs. You will probably have plenty of questions, and I will cover all of your concerns. If I leave anything out, be sure to remind me at the end of the call. So, as I was saying....

3. I need to talk this over with my spouse.” (Customer is afraid to make a decision.)

I certainly understand your need to talk with your spouse before making a decision on home security. But, other than that would there be anything else preventing you from moving forward on this today? Based on our conversation earlier I know that you and your spouse have been thinking about homes security for some time now right? You stated that the reason you and your spouse had not moved forward with your family’s protection was_____. Do you feel like our system is able to help meet that need? You’ve been discussing it for some time, and your spouse may be upset about you making the decision without them at first, but providing your family a safe home is still the right thing to do. It is probably just as important to your spouse. So let’s go ahead and get this done, what is your email address?

4. “I don’t want to be obligated for three years.”

I understand your concern when it comes to a 36 month agreement. But, other than that would there be anything else preventing you from moving forward on this today? Most companies have a five, four, or three-year agreement. Ours is three years. You would definitely agree that crime will not get better over the next three years correct? *(Pause)* As a matter of fact you would probably tell me crime would get worse in the next three years wouldn’t you? Since your system is wireless and transferrable to the person that buys your home should you move, it is really nice to know the agreement will keep your rate locked in and keeps you from having an interruption in service when you really need it most. It also enables us to provide you protection without charging you hundreds or even thousands of dollars up front for a basic system. We spend a thousand dollars up front on our system and we will earn your business for years to come with our outstanding customer service to make any profit at all. I would assume that you will want to guarantee your monitoring rate for the next 36 months, and there will never be a time that you would want to stop protecting your family wouldn’t you agree

5. “I don’t like the EFT.”



I understand your concern and I can assure you that EFT is a safe and efficient way to pay for your monitoring. We invest over \$1000 up front and only collect your first month of service and your shipping cost. The one thing we cannot afford to do is jeopardize your business on our behalf. Our goal is to keep your business a lot longer than three years by not only providing you with a great system, but also great customer service. Would you like to set that up through your checking or savings account or credit card?

6. “I’m shopping around.”

Who are you going to look at? (See comparison chart) or take customer to “ADD TO CART” sections on all competitors websites.

7. “I don’t have access to a computer.” I am not able to get online right now.”

I understand, but other than that would there be anything else preventing you from moving forward on this today? Ok what I am going to do is fax you the agreement. If you do not have access to a fax, I will locate one close to your location. What is your fax number?

8. “I can’t make a decision today. My house will not be ready for 2 or 3 months.”

I understand, but other than that would there be anything else preventing you from moving forward on this today? What I can allow you to do is order your alarm system now, and install in your current property. Once you relocate, you can simply move the system at the appropriate time. That way you can benefit from the savings today and not have to pay a lot of money later on. Is that fair enough?

9. “I have never heard of your company before. I need to do a little research and I will call you back.”

I understand, but other than that would there be anything else preventing you from moving forward on this today? I know sometimes situations make you leery about doing business with a company that you have never heard of, but have you ever looked for home security system before? If not, then the reason that you have never heard of us is because all of our marketing is directed towards individuals that are potentially going to add protection for their home and family. So we don’t do any mass marketing via television or sponsorships of major events like some of the companies that you may have heard of before. The savings on advertising budget gives us the ability to provide an upgraded wireless system that most companies charge \$300 for with little or no up front cost. So what is your email address?

10. “I am very interested so can you mail or email me a brochure?”

I understand, but other than that would there be anything else preventing you from moving forward on this today? I wish it was that simple: As a company, we want to give our customers the fastest and most efficient way to make a buying decision. While I am on the phone with you as your consultant, I can answer any questions and help you make an educated decision a lot better than an email or brochure wouldn’t you agree? So can you meet my qualifications and once we get online, I can show you certain benefits. Fair enough?

11. “I don’t have any money today. Call me in a few days and I will have an answer for you.”

I understand, but other than that would there be anything else preventing you from moving forward on this today? What I will do is complete your process with you now so that you can receive all the promotions. We will hold the first month of monitoring and shipping until _____ fair enough? What is your email address?

12. “I never buy from the first company I talk too. I am waiting to talk to a few companies before I make a decision. ADT is coming to my home in a few days”

I understand, but other than that would there be anything else preventing you from moving forward on this today? Well Mr/Mrs. _____ Its funny but I have the same rule also, however; there is a reason for that rule. Usually the first companies I talk to either can't or will not meet all my needs and concerns so I have to continue my search for a company that will. Have I made sure that all your needs and concerns will be taken care of so far and do you like the system and how everything works? So I see no reason for you to keep up all the work of interviewing companies when you know and said yourself that you have found a great one in Protect America and are happy with everything!

13. “I definitely want to look at the Better Business Bureau before I make a decision”

I understand, but other than that would there be anything else preventing you from moving forward on this today? If I can provide you with a satisfactory solution that will put you at ease, do you see any reason why we wouldn't be able to satisfy your safety concerns right now? Ok let's go to www.topconsumerreviews and we can view what actual consumers say about our products and services. We also have testimonials available which we can view. Are you online yet?

14. “I want to talk to my local company first”

I understand, but other than that would there be anything else preventing you from moving forward on this today? Let me ask you this, what would be the benefit of going with a local company in your mind? (Local tech if something breaks, I only do business with people that are here in town, etc.) Well Mr. /Ms Johnson, I can see how with other products and service that you have had in the past what you've mentioned having a local company would be a benefit. However, with a wireless security system you don't need to have a “local” company to experience the same level of service. If any part of your system malfunctions we will diagnose the problem over the phone that day, and have it fixed the very next day. Where as with a local company it might take a tech a couple of days just to come out and diagnose the problem and another week to have time to fix it. Further more, do you know where the monitoring facility is in your town? (Not the police station) Most “local” companies outsource the monitoring of their equipment possibility out of the country... so, how local is that?

15. “I just don't need it at this time”/ “I need to think about it”

Ok, let me ask you, what plans have you made so far to provide protection for your home and family? I can understand if you're not seeing a direct need for a home security system right now. If I can provide you with a satisfactory solution, do you see any reason why we wouldn't be able to satisfy your safety concerns right now? Quite honestly maybe you never will, but the question I have for you is, should you have a home security system? And the answer to that question is pretty easy right? So think of it like this, it's really no different than car insurance, it's better to have it and not need than to need it and not have it. Not to mention, you probably spend a lot more than \$30 a month on things that you don't need, just like we all do. So why not invest that money into your home instead? Is that fair enough? So what is your email address?

17. “I can't make a decision today.” “I never make quick decisions”

I understand your concern when it comes to making quick decisions regarding purchases. Usually, when my customers feel they can't make a decision it is usually because of few different issues. First, consumers want to make sure they are getting excellent value in the product. The alarm system is manufactured by GE and is the Consumer's Digest best buy. Secondly, consumers want to make sure they are getting the best price for a product. The wireless upgrade is a \$299.00 fee, but with you meeting a few qualifications, you have the opportunity to get the system for FREE. So if every company out there offered you free that is really hard to match. Last, you have to look at getting your family security as a CHOICE versus a DECISION. Customers spend days, weeks, even months searching for the best options, but in the end it is all about your family. So with that said, allow me to give one of the best products in the industry at the best POSSIBLE price and the BEST reasoning for you. Can you meet my qualifications?