### Overcoming Objections 101

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| Overview | Throughout your Yodle career, you will be interfacing with many people. Not a day will go by that you will not be challenged in some way. Objections are a part of the job.  However, what differentiates the successful rep from the average reps is how well you can overcome any objection that is presented to you. |

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| Objections Are Really Good | **Prospects what to make the correct decision**. A solid response to an objection gives the buyer  **Objections are the prospect’s way of collecting more information to evaluate a product or service**. Questions demonstrate a greater interest in your services and the prospects views you as a resource.  **Objections are a way for the prospect to ask for your help, to bridge the gap**. Look at an objection as a gateway to a prospect’s thought process. Don’t let prospects put you on the defense. You will lose your power and influence and compromise your edge.  **Objections will reveal the seller’s primary needs or areas of interest**. If a prospect states an objection, they are really telling you an important buying motive.  **Objections are the prospect’s way of getting to the bottom line**. Objections move the sales process forward.  **Objections are expressions of the seller’s interest and involvement**.  They are buying signals. When was the last time you took time to object to something that you were not interested in. |

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| Specific vs Non Specific Objections | In order to overcome any objection, you first have to know exactly what the objection is. There are specific objections and there are non-specific objections. **Non-specific objections** do not address the objection has about an issue.  **Specific objections** are objections that a prospect has that are preventing them from taking a course of action. |

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| Isolate the Objection | To determine the specific objective, you must first isolate the concern.  To isolate an objection you must continue to ask, **why, why, why** until the person gives you a specific answer that you can actually understand, address and overcome. |

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| Listen Actively | Listen carefully and repeat the objection back to:  Ensure you have heard the objections correctly  Buy a little time to think about your response  Show the prospect you understand their objection and welcome a conversation  **Affirm the objection**.  Diffuse a prospect’s resistance and show you welcome a conversation   * That’s a good question * You bring up a good point * Thanks for reminding me to cover that item * Other clients of mine have asked the same question |

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| Keep Your Cool | It is extremely important that you maintain a calm and collected manner in the face of difficult questions.  If you get emotional, the prospect will be less likely to like you and people want to buy from someone they like. |

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| Move on Smoothly | After overcoming a difficult objection, move on smoothly to your next talking point. |

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| KISS Principle | Keep it simple (stupid)  When responding to an objection or question, keep your answers short and sweet. Do not “over talk”. Answer a direct question with a direct answer. And then continue with your conversation. |

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| Always Tell the Truth | Always tell the truth. Inventing an answer to an objection is unacceptable.  People will accept the following response.  **“I don’t know, Let me put you on hold to get the answer”** |

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| Concern Isolation Question | In order to determine if there are other objections that you will need to address, you can use the below question:  **“Aside from your (specific objection), are there any other reasons preventing you from doing business with me today”.**  This question will move the prospect one step closer to the buying decision. |