

# Objection Curiosity for the Win

Understanding what they are going through, the challenges they face and approaching conversations with curiosity is key when building rapport with clients. What's behind the most common objections and how can we handle this?

## Afraid of change?



Many times it's not about the the objection per se. At the end of the day... behind the scenes what client is not telling you it's that probably they are just afraid of change or that they are not seeing enough value in TT or that they haven't made the connection between our solution and their needs.

## Avoidance vs. Curiosity

Most salespeople try to put back the sale in front of the objection (avoidance) We want you to stop overcoming objections by default. That just doesn't work alone! The key to overcome objections is being curious first, asking questions about it and in essence: facing them with no karate moves!

### Curiosity in 5 steps



Now that we understand the reasons behind the objection, how can we overcome these?

1. Refrain from immediately pitching when the objection comes your way.
2. Be like a doctor instead: be curious about the objection.
3. **Slow** the conversation down and dig deeper!
4. Help them see the **magnitude of the challenge** they are facing before connecting their goals to a solution.
5. Understand **what are they afraid of?**

"Tell me more about that challenge"

"Sounds like this issue is really affecting your business..."

"Unpack that for me, please" or  
"Help me understand why is that?"

"Why is this important for your business?"

"If you'd be able to solve this, what would it mean to your business" or "What is that costing you?"

*Here you're cutting straight to the chase, while helping the prospect think through the math of the actual value of solving that challenge with TT.*

### 7 Curiosity questions to build rapport



# Thank you!

Remember to check the **Video Hub** for more information on this topic.