

Beyond the No

How to handle objections like a pro

The three types of objections

1

Stall

This is just a smokescreen, it is not the real objections

2

Condition

This is something real that you can't do anything about

3

Real objection

This is stopping them from buying, but it can be overcome

My seven-step objection handling process

- 1 Pause** Just stop. Take a minute to assimilate this, and think.
- 2 Clarify** Can I just clarify that I've understood this right—you're concerned that...
- 3 Validate** I hear. That's a valid concern, it seems like you're pretty torn on what to do.
- 4 Isolate** If we figured out how to solve this completely, what other questions would you have before we move forward?
- 5 Ask** Can I bounce a few ideas off you?
- 6 Handle** Finally it's time to handle the objection! See the next section for ideas.
- 7 Finish** What part of your concern do you feel we haven't addressed yet?

Are you READY to handle the objection?

R

Reframe it

Is it a problem that can be reframed as an opportunity? Poor timing which is actually ideal?

E

Explain it

Review exactly how your offer works in terms of their concern, to make it clear that they don't need to worry about it.

A

Admit it

Sometimes, they're right. Admit it. You can explain why you don't feel it's much of an issue.

D

Deny it

Is their objection coming from a misunderstanding? Explain why they are wrong in a non-confrontational manner.

Y

Ask why

Why is this such a concern to them?