

- ▶ **Use The Response Strategies Ethically** Handling objections is about persuading people to do things *that we know they should be doing*, not about tricking them into buying anything they don't want. You need to know these responses **before** you're out in front of the customer, not *during* the objection phase.
- ▶ **Strategy No.1: Arguing With The Customer** **Do not argue with the customer when handling an objection!** You can never win an argument with a customer, because if you win, they lose.
- ▶ **Strategy No.2: The Hypothetical Strategy** We suggest to the client an alternative reality, and get them to think about *that* rather than think about their particular objection.
- ▶ **Strategy No.3: Reframing** Reframing is about getting the customer to look at the issue from a different angle and changing the basis on which they are looking at what the objection pertains to.
- ▶ **Strategy No.4: Parking** Somebody expresses an objection. You park it so that you can walk away from it, talk about the rest of the sale and then come back to it and see whether it's still a big concern.
- ▶ **Strategy No.5: Utilising Objections** Take the customer's objection and use it to make a really strong point about one of your competitive advantages, or use it to remind the customer of a commitment they made through the sales process.
- ▶ **Strategy No.6: Social Proof** Suggest to the customer that a significantly large group of people who are just like them, don't have the same objection or have sorted out the objection themselves, and therefore they should do the same.
- ▶ **Strategy No.7: Feel, Felt, Found** Show that you understand how the customer **feels**; that this has been a concern for others (how they **felt**); and explain the benefits they **found** when they took up your solution. This strategy requires practise to make it sound smooth and natural.
- ▶ **Strategy No.8: Question It** This should be the strategy you use most often. It puts the pressure back on the customer and makes them think about their concern.
- ▶ **Weekly Exercise** **Thought Provokers**
 1. Go through the eight response strategies and have a chat about which ones you're using regularly, which are the ones that you tend to prefer and what you have been using up until now.
 2. As a team, choose a couple of the objections that you put down in the list from a couple of sessions ago, and work through some of the strategies and how those apply to the common objections in your business.
 3. Are there any strategies that are new and that you'll use moving forward? Select a couple of extra strategies that you can now start to use.
- ▶ **Field Exercise** Practise this out in the field. You should come across at least one objection this week. In next week's meeting, talk to the team about how you handled it, which strategy you used and how persuasive you were in that situation.