

HOW TO HANDLE OBJECTIONS

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1. **LISTEN.** No one likes to be interrupted when being sincere. So you must give the prospect your full and respectful attention. Don't step on his lines. Consider what he is saying. Don't blurt out the close or interrupt to argue. Without the proper build up, you'll lessen the impact.
2. **ACKNOWLEDGE, SOFTEN, REPHRASE AS A QUESTION:** Let him know you heard him. You can agree or not. You can say *okay* or *I know how you feel*, or simply repeat the objection as a declaration or question. If you act totally astonished in the question, be silent until the prospect responds. Then, rephrase so you have a question to answer, not a declaration to defeat.
 - a. Soften the objection with empathy, not sympathy. Use the *three F's*: Feel, Felt, Found. *I know how you feel. Some of my customers felt the same way. After some investigation, they found that*
 - b. If the objection is frivolous, get the prospect to "play fair" and stop posing ridiculous objections. Either ignore the objection as though you didn't hear it, or lightheartedly *ridicule* it by *exaggerating* it.
 - c. Rephrase as a question: *So, your real question is how you can benefit from our product and save money, even though you have a competitor's product, isn't that right?*
3. **ASK QUESTIONS.** The initial objection may require clarification. *Does the price seem too high? Is it the cost or the price? How long will you need to think about it? Just to clarify my thinking, would you mind sharing with me how you feel? I know you have a good reason for saying that, do you mind sharing it with me?*
4. **ISOLATE:** Don't deal with one objection after another. Get them all out on the table before you start closing. Let the prospect empty his bucket! *Is that the only thing keeping us from doing business? Other than that is there any other reason you wouldn't want to have the benefits of our products and services? Except for that, you'd invest with me?* If there is more than one objection start taking notes.
5. **SET THE CONDITION:** So if that weren't a problem you'd do business with us, wouldn't you? *If I could somehow arrange it so that wasn't a problem, then you'd have our products, wouldn't you?* If 4 is yes, 5 must be yes or there's another objection, so you have to repeat Step 4.
6. **GET LITTLE YESes.** This is a valuable but often overlooked step. Set up Asking for the Order. Get the prospect to agree to a lot of little things and logic will bring him to agree with the sale. *Do you see how this will save you time? Do you see how it will save you money? Do you agree that it will pay for itself? Doesn't it just make good sense to invest your money in an asset that will undoubtedly give you a boatload of benefits?*
7. **THE CLOSE.** The typical sale is made on the *fifth* closing attempt. The close is the logical conclusion of the presentation, and the prospect expects it. Here you assume the prospect has bought. *Let me grab an order form and verify your information. I suppose you'll want it delivered immediately. Hold on while I verify our manager's special is still available. Let me make sure your model is in stock.* If the prospect does not stop you, the sale is made.
8. **ASK FOR THE ORDER.** Always assume the sale is made, expectantly poise your pen over your order pad, and ask for the order with questions that indicate the sale is made. *Are your shipping and billing addresses the same? Offer alternatives. Will that be cash or credit card? Master Card or Visa? Payment up front, or spread over 3 months? Regular, or do you prefer the giant economy size? Just one, or the small business discount? Hard copy or do you like instant download better? Overnight, or 2-day delivery? Wednesday, or Thursday installation? Do you want standard pricing, or referral discount pricing?*
9. **SHUT UP.** It is usually fatal to the sale to keep on talking after asking for the order, or to answer or comment before the prospect does. Simply remain silent, wait expectantly for the answer, and look directly and calmly at the prospect (if possible), no matter how long it takes. This "answer tension" is a crucial "soak" time during which the appeal of your presentation penetrates the prospect's veneer of resistance. If you interrupt the process, you will lose the order. Whoever speaks first loses.
10. **CYCLE through the above steps UNTIL YOU GET THE ORDER, then write the order.**