



Wednesday's Skills Call

The Art of Reducing Objections
&

Handling Those That Come Up With EASE and GRACE



WEDNESDAY SKILLS CALL

REDUCE & CONFIDENTLY HANDLE OBJECTIONS WITH EASE!

In today's session, you will learn how to:

- Reduce objections
- Learn the specific steps of the objection handling process
- Appreciate the difference between being in the "Cold" vs. "Warm" zones
- Tell the difference between smokescreens and real objections
- Classify all objections into 3 simple buckets: **Skepticism**, **Misperception** or **Real Drawbacks**
- Apply the appropriate response, depending in which bucket the objection falls
- Decide when it's wise to DELAY addressing an objection



What do unschooled salespeople typically do when an objection is raised?

What objection?



UNAWARE



I don't know what to do!

UNSURE



DEFEATED

Not THIS again!



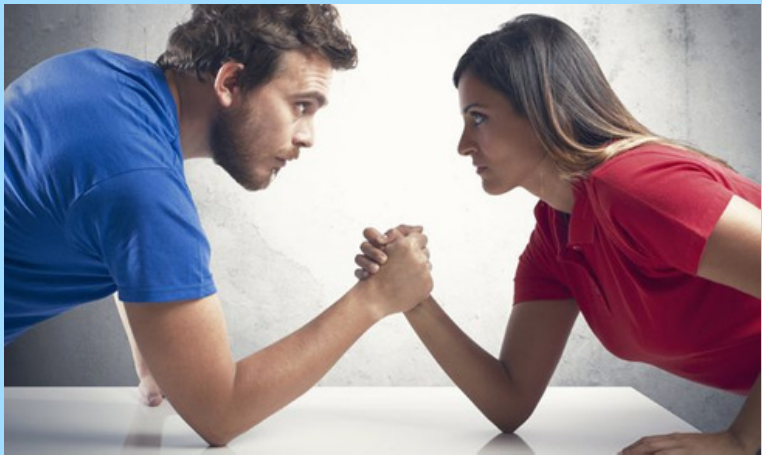
I don't want to hear this!



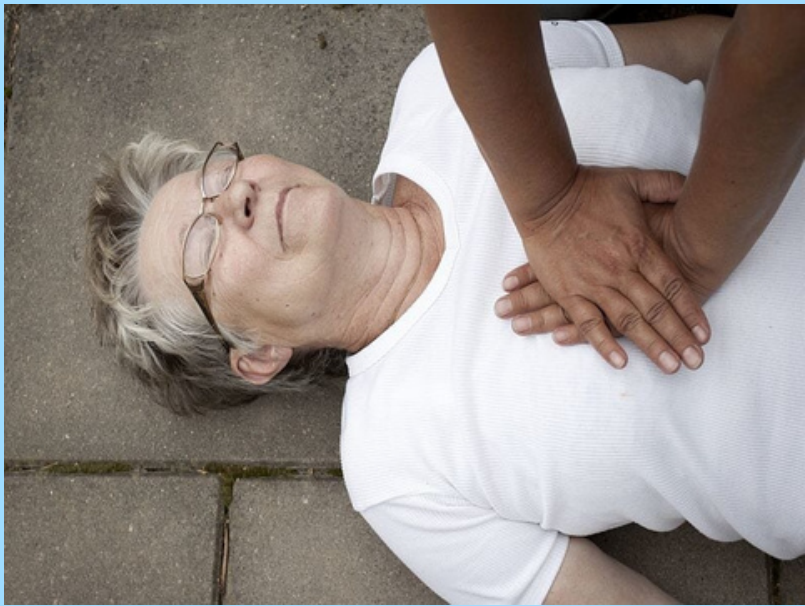
ACT DEFENSIVELY



RUSH TO GET IT OVER WITH



GOING TO PROVE YOU WRONG!





Reducing objections

Top Performers do all of these.....

- They work with motivated and engaged clients and **disqualify** with confidence.
- They are very good at **building rapport** quickly and follow a proven, professional, **sales process**.
- They are good at **reading body language** and personality -they anticipate and head off potential objections early.
- They ask "different" **powerful questions** that surprise the client and *really* make the client think.
- They **encourage elaboration**.
- They are quick to hone in and **isolate the client's needs** -expressed and unexpressed.
- They **talk less** than 50% of the time.
- They focus firstly on **what the client considers important**. They slide in important stuff that's in the best interest of the client incrementally as the relationship develops.
- Once the client has indicated they are engaged and motivated, they **set up expectations clearly, firmly and early**
- They **follow through**, fully and with consistency.
- They **study and practice** technical selling skills, achieving mastery.
- They invest in **coaching** and **self development**.



"Cold Zone" vs. "Warm Zone"



- In the Cold Zone, expect a lot of early and strong objections.
- Your potential client doesn't know you and doesn't care to. They are unaware that they need your services (basically, they believe they know better).
- You'll have to work hard here (crossing the border). You'll be on easier footing when you get into the warm zone (accept that, it's normal).
- What you have to do in this phase is **build genuine rapport** and **figure out what is critically important to your potential client** and **offer them valuable insights on those critical needs** (do it in the spirit of giving with no expectation of any return).
- Bit -by- bit you will build incremental value, which builds TRUST. Once the client starts to trust you, they relax and invite you into the "warm zone".



Objections in the "Warm Zone"



- Are much easier to handle because you have developed rapport and trust and the client has genuine interest, they just can't figure out the answer themselves -that's where you help.
- The pressure of time is eased.
- You are much further into the client's "buying cycle". They have invested some time and attention, therefore they are somewhat more motivated and receptive.

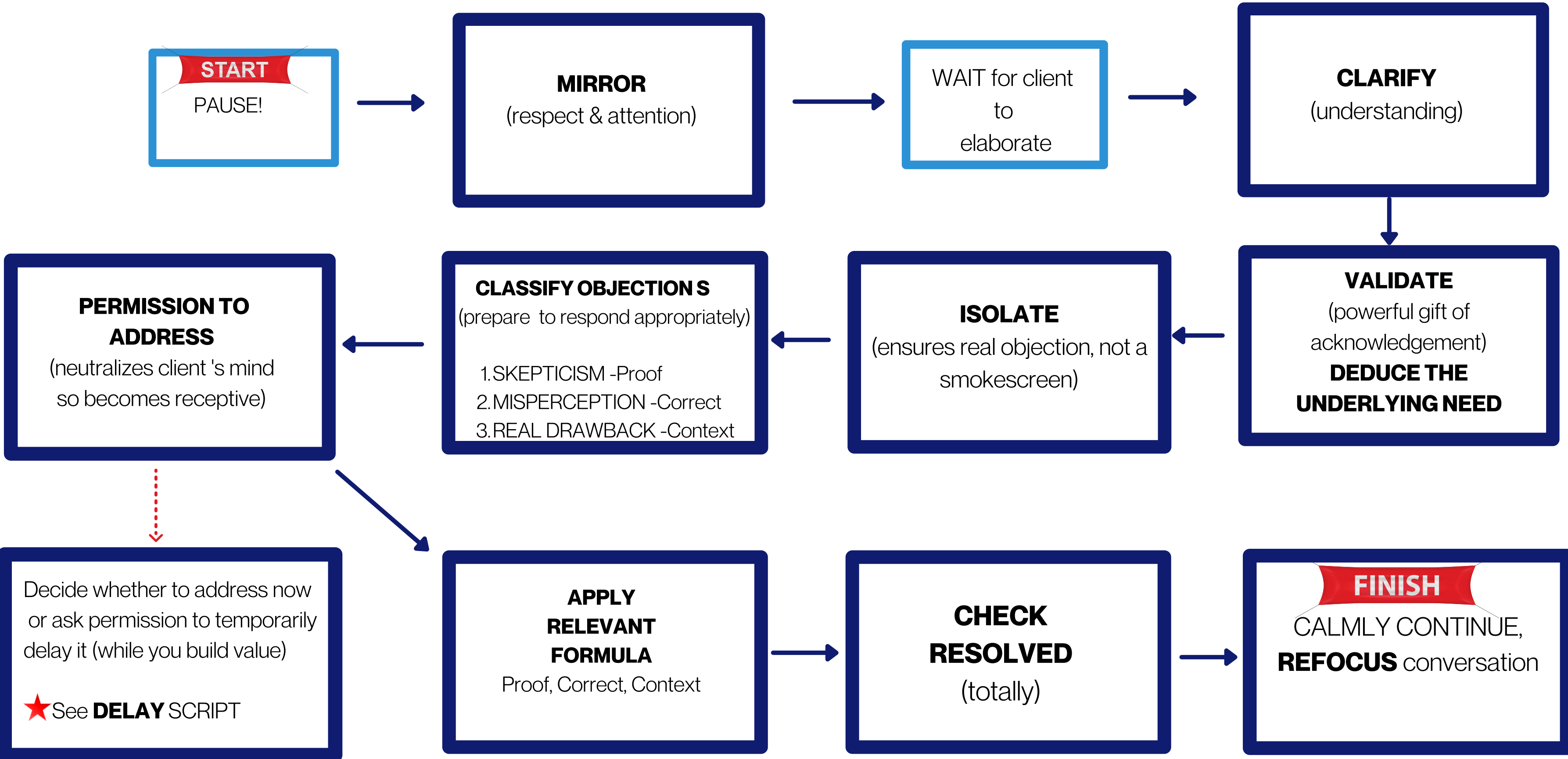


"The top 5%-10% of performers use a more organized repeatable sales process than their peers" (Gong-io)





Schooled sales people follow a proven, tested process for HANDLING OBJECTIONS





That's a lot of boxes -show me how it works in real life!

Don't worry, we'll break it all down. Jane & Donna will demonstrate with a role play. You will get a PDF of the script, a handy "cheat sheet" and a free follow-up offer from Jane.





What do schooled sales people do when an objection is raised?

- They **PAUSE and REFLECT** for a few seconds on what the client has said

This demonstrates attention
& respect



- With a NEUTRAL demeanor, they **MIRROR** -repeat the last few words VERBATIM of what the client has said and turn it into a question e.g.

" don't want to pay commission?"

" time is not right to buy now?"

" market is going to crash?"

This encourages the client to
ELABORATE, which gives you
more info to work with

- They LOOK EXPECTANTLY   at the client & WAIT until the client ELABORATES and finishes speaking

Remaining calm and unruffled demonstrates your
professionalism and instills confidence

(Process breakdown slide 1 of 4)



What do schooled sales people do when an objection is raised?

- They **CLARIFY** the objection..... but they **NEVER** ask "why?".

They say **"Can you help me understand what is causing this concern?"**

Asking "WHY?" causes the client to vigorously defend

When the client has finished speaking they then say **"And what else?"** (there is usually more) **"is there anything at all you want to add?"**

- They **VALIDATE** the client's objection (Acknowledgement is giving the gift of feeling understood) & **DEDUCE THE UNDERLYING NEED (!)**

95% of humans feel misunderstood.
Acknowledgement is a powerful gift

"That's a valid concern (name)."

"If I am following you correctly, and please correct me if I am wrong, it seems like you are "torn, uneasy, skeptical, really worried) about (X)?" (underlying need deduced)

"I'm glad you've brought this up. This is clearly important to you"

(Process breakdown slide 2 of 4)



What do schooled sales people do when an objection is raised?

- They **ISOLATE** the objection, to make sure they are not dealing with a smokescreen

"If, somehow, we were able to solve that completely for you, what else would prevent you from (insert next step e.g. listening to me/moving forward/discussing your house sale with me today)"

Any additional obstacles are the REAL ones
-list them all and start with the strongest

- They **mentally CLASSIFY** into which of 3 buckets the objection belongs;

Skepticism : the client is expressing non-verbally or verbally that they have doubt

Misperception: the client has made a statement that indicates they have a belief that you know is not true

Real Drawback: their objection is an indisputable fact that is getting in the way of moving forward

They DEDUCE THE HIDDEN NEED which is remarkably easy to do when you practice active listening

***"The most important thing in communication is hearing what isn't being said."* (Peter Drucker)**



What do schooled sales people do when an objection is raised?

- They **GET PERMISSION**  **TO ADDRESS** the objection, because this neutralizes the client's mind and makes them more receptive

"Can I bounce a few thoughts off you?"

Please use these EXACT words

- They **APPLY THE CORRESPONDING FORMULA** (Proof, Correction, Context)
- They **CHECK** with the client to ensure the objection is no longer an issue

"Is there any part of your concern that I haven't addressed?"

This is VERY IMPORTANT

If there is more, repeat the whole process with the remaining concerns.

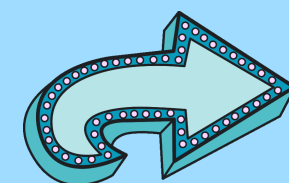
TOP PERFORMERS TAKE THEIR TIME & REMAIN CALM & MEASURED IN THEIR VOICE & TONE

- They smoothly **FOCUS** the conversation, back to where they left off.

"Going back to what we were talking about....." (give a short recap to refocus)



THE SKEPTICISM BUCKET

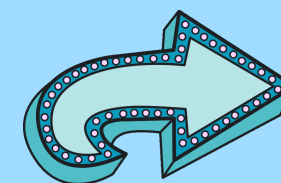


Requires PROOF

- The client has an interest in the benefits as long as the salesperson can prove they are genuine/true.
- Therefore "deduce the need" hiding under the doubt & agree with the client it's a valid need. Acknowledge the client.
- Then, OFFER PROOF that provides INSIGHT in a COLLABORATIVE , non-adversarial manner.



THE SKEPTICISM BUCKET



Requires PROOF

Client: "I am looking for a very experienced agent who knows this area"

PAUSE: (This shows they have your attention and respect)

MIRROR: "who knows this area?" WAIT & LOOK EXPECTANTLY for client to elaborate

CLARIFY: "can you help me understand what is causing that concern?" "and what else?"

VALIDATE: "that's a very valid concern Donna. If I am following you correctly , and please correct me if I am wrong, **you are looking for a smooth sale, with no surprises, by a competent agent who can bring you serious buyers?**

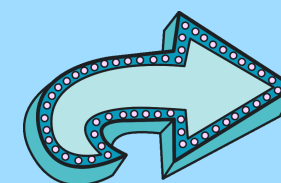
(need is now deduced) **"Is that correct?"**

"I am really glad you brought this up, it's clearly very important to you" (giving gift of acknowledgment/being understood)

ISOLATE: " If, somehow, *you* decided that I was that agent, is there anything else at all that would prevent you from listing your house this evening?"



THE SKEPTICISM BUCKET



Requires PROOF

"Can I bounce a few thoughts off you?"

MENTALLY CLASSIFY: This is Skepticism; the client doubts I have what it takes to make this sale go the way she wants it to.

PROOF: "Let's talk about what specifically makes for a smooth sale, eliminates surprises and brings serious buyers to your door " (brings out everything that supports ability to meet and exceed that that deduced need, thus providing client with new INSIGHTS).

CHECK: "Is there any part of your concern that I haven't addressed?"

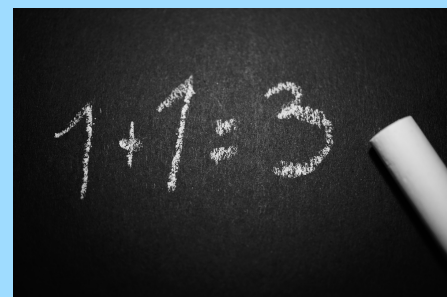
CONTINUES: "We were talking about....."(back on track).



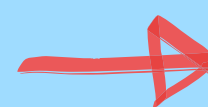
The Misperception Bucket →

**Requires a
TACTFUL
CORRECTION**

- They have a belief that is incorrect.
- Deduce the need hiding under the misperception.
- Agree with the client that it is a valid need, acknowledge them and correct the misperception tactfully.



*The
Misperception
Bucket*



**Requires a
TACTFUL CORRECTION**

Client: "I don't want to look at houses in that area, they all have mold"

PAUSE: (shows they have your attention and respect)

MIRROR: "Mold?"

CLARIFY: "Can you help me understand what is causing that concern?" "and what else?"

VALIDATE: "That's a very valid concern Donna. I completely agree that your family's health is the number one priority and I would never, ever, want to see you in a home that risks your family's health."

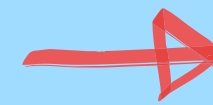
"So, to be clear, it's not so much the area, but the risk of an *unhealthy house* that concerns you. Is that correct?" (need deduced)

"I am really glad you brought this up, it's clearly very important to you."

ISOLATE: "If I could shed light on the circumstances about how that "mold in the area" originated and how the houses I would like to show you in that area tomorrow are simply not in that category, is there anything else at all that would eliminate that area for you? "



*The
Misperception
Bucket*



**Requires a
TACTFUL CORRECTION**

MENTALLY CLASSIFY: *This is a misperception; it's based on something she heard about a case related to a builder who took shortcuts and got sued. He only built 10 homes in that area and I know which ones they are.*

Can I bounce a few thoughts off you?

CORRECTS : (The misperception of "ALL HOMES" in that area having mold.)

"As you can see, here is a map of the area and this group of 10 homes here were the only ones built by this builder,. Knowing we can back up any home you choose with an inspection that checks for mold and other health related concerns, would that make you feel better about this area, since it ticks all your other boxes?"

CHECKS: "Do you have any OTHER concerns about this location?"

CONTINUES: "So, here is the list of homes we will be seeing tomorrow."



THE REAL DRAWBACK BUCKET

Requires
»» CONTEXT
to determine if it's a
deal-breaker



Deduce the need hidden behind the drawback.

Revist all the other agreed upon benefits & put this one into context.

It's either a deal-breaker or it isn't.



THE REAL DRAWBACK BUCKET

Requires
»» CONTEXT
to determine if it's a
deal-breaker

Client: "It's so disappointing to think of settling for this house because it's all I can afford right now"

PAUSE: This shows they have your attention and respect

MIRROR: "Disappointing?"

CLARIFY: "Can you help me understand what is contributing your disappointment? And what else? Is there anything else you want to add?"

VALIDATE: "That's a very valid point Donna. What I think you are saying, and correct me if I am wrong, is that the frustration of losing out on the type of homes you want for your family is wearing you down, making you doubt you'll ever **own your own home (need deduced)** is that right? "

"I am really glad you brought this up, it's clearly very important to you"

ISOLATE: "If I could show you how it's possible to use this house, as a stepping stone to get the home of your dreams not too far into the future, is there anything else troubling you about getting into home ownership right now? "



THE REAL DRAWBACK BUCKET

Requires
»» CONTEXT
to determine if it's a
deal-breaker

MENTALLY CLASSIFY: This is a DRAWBACK in terms of what they want and can afford, but it's not forever.

"Can I bounce a few thoughts off you?"

REVISIT ALL THE PREVIOUSLY AGREED NEEDS:

"You said getting out of renting and owning your home was a priority right now, can you remind me why that is ?you said you absolutely wanted this school district for your children, and specifically why was that? you said....."

"So given that this house could tick all those boxes right now and you will build enough equity in it during the next 2 to 3 years to qualify for that mortgage for a house in Leafy Lane, is it worth it? Are you willing to let this house go to give up on getting the one you really want for your family in the future?"

CHECK: "So it's "a go," unreservedly?"

CONTINUES: "Let's make that offer!"



Decide whether to address now
or ask permission to temporarily
delay it (while you build value)



See DELAY SCRIPT

The Delay Script



There is a risk of addressing an early strong objection before you have had the chance to build good rapport and demonstrate value.

Sometimes better to get permission to "park it" with the promise you will address thoroughly, shortly.

Often when you return, it's no longer of concern to the client, or at least easier to deal with.

Example: **"Why do you think you are the right agent to sell my home?"**


Try this: ***"Maybe I'm not. Maybe we are just not the right fit for each other because it's too early for either of us to know that right now, isn't it?"***

"With regards to listing your home, I imagine you have some specific concerns around getting what you need. It's likely that I have some valuable insights about the market that would be useful for you to know, whether you hire me or anyone else. We can always come back to your question later if you want; I'd welcome the opportunity to discuss that. For now, would you be willing to tell me what's really important to you, so that I can give you some specific ideas how to get what you need?" (agent take notes to demonstrate how serious they are)



Printable cheatsheet for you!- Download in YCMPedia

OBJECTIONS



Decide whether to address or delay.
Delay when you need time to build value.


1

PAUSE & FOCUS ATTENTION ON CLIENT

THIS SHOWS THE CLIENT THEY HAVE YOUR ATTENTION & DEMONSTRATES RESPECT

2

MIRROR

REPEAT CLIENT'S LAST FEW WORDS AS A QUESTION .
LOOK EXPECTANTLY - THIS  ENCOURAGES ELABORATION

3

CLARIFY

"CAN YOU HELP ME UNDERSTAND WHAT IS CAUSING THIS CONCERN? (& WHAT ELSE?)"

4

VALIDATE

Give gift of acknowledgement
"I AM GLAD YOU BROUGHT THIS UP. IT IS A VALID CONCERN. I CAN SEE IT IS IMPORTANT TO YOU "

Deduce underlying concern
"WHAT I THINK YOU ARE SAYING, AND PLEASE CORRECT ME IF I AM WRONG, IS
IS THAT CORRECT?"

5

ISOLATE -ENSURE NOT SMOKESCREEN

"IF WE WERE SOMEHOW ABLE TO RESOLVE THAT COMPLETELY, WHAT ELSE WOULD PREVENT YOU FROM..... (next step)"

6

MENTALLY CLASSIFY

SKEPTICISM, MISPERCEPTION OR REAL DRAWBACK?

7

"CAN I BOUNCE A FEW IDEAS OFF YOU?"

ADDRESS WITH PROOF, CORRECT OR CONTEXT

8

CHECK

"IS THERE ANY PART OF YOUR CONCERN THAT YOU FEEL I HAVEN'T ADDRESSED?"



FREE OFFER FOR EVERYONE ON THIS CALL!

Private Zoom call with Jane to script (and roleplay if you wish) the best response to your most troublesome objections

To book a slot, send an e mail by Wednesday May 5th to Jane at

janesalescoach@gmail.com

"How to Earn Big Bucks!"

Sales Process & Skills Course (7 weeks)- June 2nd, 2021



What Top Producers know and Sales Managers don't teach



"How To Earn Big Bucks -Sales Course"

Sales Process & Skills Course

START

MODULE 1

"What's my plan?"
(being "super clear" to
make big bucks)

MODULE 2

"Read "the client
(body language &
personalities)

MODULE 3

"Gather the important info"
(Super powerful questions
to leave competition in the dust)

MODULE 4

Reduce & confidently
handle
objections like a pro!



MODULE 5

Uncovering the
NEEDS that will make
the sale.
Presenting **selectively**

MODULE 6

Setting up expectations
for a delighted client outcome (&
highest ratio closings)

MODULE 7

Leveraging your hard work
for mind- blowing, well
deserved future success



FINISH

