

LESSON 9



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OBJECTION HANDLING SCRIPT

Handling objections takes confidence. It takes practice.

— Sean Greeley

Overview

First, you need to understand that when somebody says “no,” they are telling you something different. What they’re telling you is one (or more) of the following:

- “I don’t trust you.”
- “You haven’t shown me that I actually have a problem.”
- “You haven’t proven that you can help me.”
- “I’m simply not convinced yet.”
- “I’m scared. I’ve failed so many times in the past.”

Most often objections come from you missing one of the previous steps in the sales process.

So, what are some of the most common objections you’re going to see?

- “That’s too expensive.”
- “I’ve got to think it over.”
- “I’ve got to speak with my wife or my husband.”
- “I’d kind of just like to try this for a couple weeks and see how things go.”

For each of these, there is a five-step process to handle that objection:

1. Never interrupt.
2. Question the objection.
3. Answer the objection.
4. Confirm the answer to remove the objection.
5. Ask for the sale again.

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Outcome

You will learn how to overcome the four most common objections by prospects that allows you to stay in control of your consult.

Growth Questions

- What is the most important thing you need to do when someone starts voicing an objection?
- What are the five steps to handling objections?

Action Step

Practice role-playing how to respond to each of the four common objections until you feel comfortable and confident.

At this point in the sales process we've been through Step ½ to Step 6: Closing the Sale.

You've made your professional recommendation, you've presented the prospect with an alternative, but they've said no.

Now we need to know what to do.

Step 7: Objection Handling

Objection Handling helps you get through the situation if it arises in your sales consultation.

First, you need to understand that when somebody says "no," they are telling you something different.

What they're telling you is one (or more) of the following:

- "I don't trust you."
- "You haven't shown me that I actually have a problem."
- "You haven't removed the risk from this decision."
- "You haven't proven that you can help me."
- "I'm simply not convinced yet."
- "I'm scared. I've failed so many times in the past that I need you to help me feel more confident that I can actually reach my goals."

Now, chances are someone's not going to come right out and use these words and tell you something this clearly.

However, when they say no, they're saying something like this.

Where Objections Come From

So, before we start to address these objections, let's understand where objections come from.

Most often objections come from you missing one of the previous steps in the sales process.

It means you have not pre-qualified the right way. You haven't built sufficient rapport.

You have not asked the right open-ended probing and discovery questions. You haven't identified the customer needs or you haven't built a problem. Your sales presentation was not convincing that you're experienced and have the expertise to help them, or you haven't closed the sale.

At this point, the **only objection that cannot be overcome is truly not being able to afford it.**

And of course that goes back to the pre-qualification process where we determined if the price of your services was in the prospect's budget.

Mastering Objection Handling

NOTE: we want to note one more time that the biggest bang for your buck still comes from mastering the first six and a half steps!

But you still need to be ready to handle objections.

If nothing else, mastering objection handling will build your confidence, and in selling, confidence is everything.

So, what are some of the most common objections you're going to see?

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- "I've got to think it over."
- "I've got to speak with my wife or my husband."
- "I'd like to try this for a couple weeks and see how things go."

For each of these, there is a five-step process to handle that objection:

1. **Never interrupt.** This is tough for a lot of people because their nature is often to jump in immediately, explain to the prospect why they're dead wrong, why they're right, and close the sale. Sometimes the prospect just needs to talk it out with themselves until they get to the right conclusion, so give them that chance by just listening.
2. **Question the objection.** Now, this doesn't mean to question the validity of the objection or the intelligence of your prospect for raising the objection. It means to ask questions to flesh out what the true objection is so that both you and the prospect understand what's standing in the way of moving forward.

3. **Answer the objection.** Provide the prospect with an explanation of why they haven't quite understood something the right way, or why you can truly help them solve their problems or achieve their goals.
4. **Confirm the answer to remove the objection.** This means asking the prospect, "Does that make sense? Do you understand this?" Get them to take ownership of, "Yes, I understand your answer," and therefore the objection is removed.
5. **Ask for the sale again.** Once we've removed the objection, we're going to go right back into the close and ask for the sale again.

We have an objection handling worksheet that's walks you through the most common objections.

It starts with the five-step process for handling objections, and then it lists some of the most common ones.

Objection 1: "That's too expensive."

When you hear this, what is the prospect really saying?

They're usually saying that you haven't built their problem big enough to justify the level of investment.

In other words, "I don't think my problem is that significant. I think I can solve it on my own or potentially with the lower priced option down the street."

How do we overcome this objection? Well, first and foremost, find out what it is.

Ask a few questions, find out if it's really price; do they just need a financing option? Find out what that true objection is.

Then rebuild the problem. Get the prospect to agree upon the length of time and the number of sessions needed to achieve that goal.

Highlight your guarantee. That conditional guarantee takes the risk out of the equation. It takes away the potential negative impact of making a bad decision. That's what they might be afraid of.

So, here's a quick sample dialogue you can play through:

The prospect says, "That's too expensive."

You say, "Tell me a little bit more about what makes you say that."

"Well, it's just more than I expected to spend."

"Okay, let me just review this. Remember you said that you wanted to lose 20 pounds so you had the confidence to take your shirt off this summer on your family vacation. And I explained that to do that it's going to take you six months. For best results, we recommend coming in four days a week. When you do the math, the investment works out to be (whatever you said it was) which is just like I said. Is that right?"

And they're either going to agree or they're going to say, "Yes, but it's still too expensive."

Of course, if they say yes, they agree to it. You're going to ask, "How would you like to pay for that?" And close the sale.

If they say no, you can answer the objection again.

"Okay, well let's just back up a little bit. When you walked through our door, I'm sure you had a number in mind that you were willing to invest to begin achieving your goals. So, what were you planning to invest?"

The prospect will say, "I was planning to invest X hundred per month."

"Okay. Well, to be honest, X hundred is only going to get you around three months of training at twice a week, and we're not going to be able to reach your goals in that short period. So, if you want to start at that and work your way up, that's okay, but it's truly going to take you six months to reach your goals. I'd hate for you to not get the most value by missing out on the discounts we offer with our larger packages."

You can play through the rest of that dialogue, but you can see how the five-step process was put into place.

Objection 2: “I want to think it over.”

If a prospect says, “I need to think it over,” what are they really saying to you?

Truthfully, you don’t know yet. There is some reason that they are not ready to make a commitment. By simply saying I want to think it over doesn’t give you enough insight to truly answer this.

You must ask questions to figure out exactly what it is that they want to think over.

Potentially they’re saying, “I don’t like you or trust you,” or, “You’ve done a poor job in building my problems and making a case that you can solve them, so I’m going to be polite and give you a non-committal instead of telling you no.”

How do we overcome this?

Well, it’s not anything to overcome. They’re stalling. They don’t want to tell you why they’re not ready to commit.

So, you must probe and get them to cough up the true objection. Sometimes they’re embarrassed to reveal what the real objection is. Sometimes they’re just trying to be polite and not tell you to your face that they don’t trust you yet.

But, you must bring the real question to the surface and then follow the five-step process to overcome it.

Objection 3: “I want to talk it over with my husband or wife.”

Objection number three: the non-committal, “I want to talk it over with my husband or wife.”

They’re saying they’re not the decision maker. Again, this is your fault because you did not prequalify correctly.

If you did the prequalification script the right way, this would have been addressed already and weeded out with that good upfront prequalifying.

It’s hard to overcome this objection. Even if you do, there’s no guarantee this is going to be a good sale. Chances are it’s going to be a weak sale.

The reason is they cannot go home to their spouse or significant other and sell your program.

Only you can do that.

For example, your prospect, Jim, is non-committal and says, “Oh, I should ask my wife.”

If you overcome it and Jim signs up anyway, he is going to get home and have to sell his wife on the program. It’s better that you have the opportunity to sell to somebody’s significant other, right?

So, if the prospect says, “I’ve got to talk this over with my spouse,” you can answer it the same way you would have had this been brought up in prequalification.

With enthusiasm and excitement say, “Great! Let’s set up a time when you can both come in and we’ll go through this together. In fact, it’s very important that we address this for you both as a family. I’ve got two more open appointments for you this week. X or Y? Which one is best for both of you?”

It’s important here that you’re enthusiastic because this is probably embarrassing for somebody to admit. They told you on the phone they were the decision-maker because they were embarrassed to admit it then.

Get both decision-makers to come in together.

Objection 4: Someone chooses a lower package

If somebody chooses a lower package, it’s not necessarily an objection.

They’re not saying no, but what they’re saying when they don’t follow your recommendation is that you haven’t built the problem big enough or, “I don’t trust you yet because you have not demonstrated sufficient experience and expertise to make me commit to that big investment.”

How do you overcome this? You rebuild the problem bigger.

Reconnect with their emotions and their commitment to solve it. Reconnect them with the length of time and the number of sessions per week required to do so.

Tie in that larger commitment as completing the job. The lower commitment is only going to get it half-done. That’s how you reconnect them to the solution.

There’s some sample dialogue that you can go through and role-play. We encourage you to do that.

Handling objections takes confidence. It takes practice.

How to Overcome the Four Common Objections When Closing a Prospect on Your Services

When handling objections, you must commit to follow the same procedure every time. Do not go off-track.

Your performance will improve over time, but if you stick to the process, you will always remain in control of your consult and that is your #1 goal as a sales professional.

5-Step Process for Handling Objections

1. Listen to the objection (never interrupt).
2. Question the objection (to clarify it).
3. Answer it.
4. Confirm the answer to remove the objection.
5. Ask for the close again.

Let's go through each of the common objections, and role-play handling each one.

OBJECTION #1: PRICE

“That’s too expensive!”

What your prospect is really saying:

- “You haven’t built my problem BIG enough for me to justify the value of the investment you’re asking me to make in your solution.”
- “I may need help financing the payment.”
- “I’m broke and have no money or available credit.”
 - NOTE: It’s your fault for not pre-qualifying them correctly upfront before wasting your time and theirs with this consultation.
- “I’m a tire-kicker and I’m not concerned with quality. Therefore, I’m just price shopping.”

How to overcome this objection:

Probe to flush out if objection is really price or just financing. Financing may be overcome with offering a payment plan.

- Rebuild problem, agree upon length of time/number of sessions to reach goal to justify value of package.
- Rebuild problem and intensity of it, rebuild commitment to solve.
- Use Guarantee Statement for “risk reversal.” Take away potential negative impact of making a bad decision/investment in your program.
- Prove your case—why you’re the best solution to their problem.

Sample Dialogue:

Prospect says: “That’s too expensive!”

You (question the objection): Tell me a little more about what makes you say that.

Prospect: Well, it seems more money than I expected to spend.

You (answer and confirm the objection): Ok, well let's review this. You said you wanted to _____ (insert goal or problem prospect wants to solve) and I explained that it's going to take _____ months to do that and for best results we recommend coming in _____ or _____ times per week. When you do the math, the investment works out to be _____. Which is just as we stated? Is that correct?

Prospect: Yes. OR Yes, but it's still too much money.

You (If yes, ask for the sale again): Ok, great. How would you like to pay for it?

Take the order and close the sale.

OR

Prospect: No, it's just still too much money.

You (answer the objection again): No. Well, let's back up a little bit. When you walked through our door, I'm sure you had a number in mind that you were willing to invest to begin achieving your goals. What were you planning to invest?

Prospect: I planned to invest _____.

You (answer and confirm the objection again): Well, _____ is only going to get you around _____ (insert length of time and/or frequency of workouts). And we're not going to be able to reach your goals in that short a period. Now if you want to start at _____, and work your way up that's ok. But it's going to take _____ months to reach your goals. And I'd hate for you to not get the most value by missing out on the discounts we offer with our larger packages.

You stated you've invested over _____ dollars and consistently failed every time over the past several years to get and maintain your results _____ (or insert other goal here). Now, we're offering you a comprehensive program that's proven to not only get results, but we're guaranteeing your success 100%.

I think you'd agree this is a pretty reasonable investment to finally reach your goals once-and-for-all and maintain them for life, wouldn't you?

Prospect: I guess so when you put it that way. OR Yes, but it's still just too expensive.

You (ask for the sale again): Great. Then which package would you prefer to go with?

Proceed to close the sale, and use the financing or payment plan option again if necessary to complete closing the sale.

OR

You (ask for the sale again; down-sell option as a last resort): Ok, well then what I would recommend is that we at least start with a one-month program and get you going. We can always reevaluate later and see if things have changed. How does that sound to you?

(Alternate path: if you offer semi-private or group training, offer it as a down-sell here.)

Prospect: I guess that would be ok with me.

You (ask for the sale again): Great. Then let me show you our one-month trial packages.

(Proceed to down-sell single month slide).

OBJECTION #2: NON-COMMITTAL

“I want to think it over”

What prospect is really saying:

- You don't know yet. You must continue probing to find out exactly what it is they want to “think over” and get the real objection to come out. Then you can begin to overcome it.
- “I don't like you or trust you. You've done a poor job in building my problems and making a strong case that you can solve them. Therefore, I'm being polite and giving you a false non-committal instead of telling you what I really think.”

How to overcome this objection:

- It's not really an objection. It's a stall. You must probe and get them to “cough up” the real objection. Often they may be embarrassed to reveal price/spouse objection and so it may take a little finesse to do so.
- Bring the real objection to the surface, then follow the appropriate track to overcome it.

Sample dialogue:

Prospect: “I want to think it over.”

NOTE: This is not a real objection, you must “dig out” the real one.

You (question the objection): Tell me a little more. What is it that you'd like to think over?
(flush out the real objection)

Prospect: Well, it just seems a little bit expensive. OR I've got to talk it over with my spouse. OR _____.

Once you've flushed out the prospect's real objection, follow the track of the objection (price, spouse, etc) to resolve it.

If you can't flush it out, then go back into the problem-building phase and force it to either come out (by building up the emotional intensity again to “push it out”) OR close the sale.

OBJECTION #3: NON-COMMITTAL

“I want to talk it over with my husband/wife”

What prospect is really saying:

- “I’m not the decision-maker.”
 - NOTE: It’s your fault for presenting to non-decision-makers. This should have been weeded out upfront with good pre-qualifying.

How to overcome this objection:

- Very hard to do. And even if you do, it will be a weak sale and you’ll risk losing them when they walk out the door because **THEY CANNOT GO HOME AND SELL YOUR PROGRAM TO THEIR SPOUSE**. Only you have been trained to do that.
- You cannot close a sale with someone who doesn’t hold the true power to make a buying decision.
- You must get in front of the decision-maker. Schedule a time for both spouses to come in for a consultation together. Do your best to set the next appointment before they leave your office so there is an agreed upon “next action” with a time and date for it to occur. This is at least a commitment they have the power to make, and sets you up for the consultation again once you’re able to get in front of the real decision-maker.

Sample dialogue:

Prospect: “I’ve really got to talk this over with my spouse.”

You (answering the objection): Great! (show excitement!) Let’s set a time when you can both come in and we can go through this together. In fact, it’s very important that we address for you both as a family. I’ve got two more open appointments this week. _____ or _____, which one is one best for the both of you?

Make the prospect feel good about the fact that they just finally revealed to you they are not the real decision-maker (it was probably embarrassing for them to admit this). Then set the next appointment to get in front of the real decision-maker so you can present your program to them with both parties present (the client and the spouse/decision maker).

OBJECTION # 4: CHOOSING A LOWER PACKAGE

What prospect is really saying:

- “You haven’t built my problems BIG enough to justify the value of the bigger package. And/or I don’t trust you enough yet/I’m afraid to make that big a commitment upfront.”
 - Follow the same track to overcome as price objection.
- “I’m just messing around. I’m not really serious or committed yet so I think I’ll just ‘try this thing’ out and see how it goes.”

How to overcome this objection:

- Rebuild problem very BIG. Reconnect with their commitment to solve it and length of time/number of sessions required to do so. Tie-in larger commitment as completing the job, with lower commitment only getting it half-done.
- Tie-in value of larger package with financial savings. Offer payment options to finance.

Sample dialogue:

Prospect: “I think I’d like to go with just the three-month program.”

You (question the objection): Ok, why would you want to go with just three months?

Prospect: Well, it’s more in my budget. OR I just think that’s where I should begin and see how I do. OR _____.

Now, you’re back to price objection/value gap OR the real objection (whatever that is). Because 99% of the time, that’s what everything always comes back to! Follow that track and dialogue to address this as you’ve now flushed out the real objection.

Remember, if your prospect walks away, you lose the sale, BUT the prospect loses the opportunity to get healthy and make a change in their life.

That’s why it’s your professional obligation to follow this process and not take NO for an answer.

ALSO, we don’t recommend the down-sell option. That is really weak and should only be used as an absolute last resort after you’ve worked this sale as hard as you can. You know one month isn’t going to help these people very much anyway.