



Objection Handling 101

Ebook



Hello, and thank you for downloading the latest ebook from the Clarity Stack Sales Academy.

In recent years we've worked with some of the biggest companies in the world and understand the challenges associated with not only lead generation, but converting those leads into pitch opportunities and, ultimately, new business through the door on either one-off or long-term contracts.

That is why we've put our heads together and compiled this new ebook. Unfortunately, rejections are part and parcel of working in sales but that doesn't make it any easier. You might have invested hours into a prospect, have shown them through a demonstration and offered them an exclusive deal just to get them over the line only for them to decline. It can be tough, but you need to learn to brush yourself off and go again, and hopefully this guide will help you and your sales team to do just that.

Contents

Page 3 - Introduction

Page 4 - Some of our favourite objection handling techniques

Page 6 - Takeaways

There's nothing quite like the feeling of closing a sale, sharing the good news with your colleagues and ticking off another step towards your target. It's amazing and it's what you do it for, but part of the job is also learning how to recover from the occasional setback.

In sales you learn very quickly that it is impossible to win them all, but it's how you recover from these setbacks that helps you develop as a salesperson. You also need to learn that an initial objection isn't necessarily a definite no and that actually it could be an opportunity for you to turn it around. This is what we are going to help you with today.

We've put together a beginner's guide to objection handling so you can teach yourself, or your young sales people, how to deal with the various objections you might come up against, and how to bounce back in a positive and constructive manner.

When you are selling the same service or product for a period of time you will begin to identify common objections that come from your prospects. They could be, *'I don't think your service will work for us' or 'I don't have the budget to commit right now'* - whatever they are, you will find yourself becoming more comfortable with how to overcome them in time. This ebook will help you do this in a timely and effective manner.

If you're unprepared for handling objections, it can make you feel under pressure and cause you to panic. In situations like that, it is easy for us to become defensive and abrupt in tone and we all know is not the way to close a deal. Read on to learn a few techniques you can use to remain in control when your prospect hits you with objections.

Some of our favourite objection handling techniques

The great thing about working in sales is that you often have the opportunity to add your own flair and personality into your sales pitch and relationship building with prospects. The same goes with objection handling - but below are some of our favourite techniques to help you smash through objections, every time.

1 Appreciation

Regardless of what the prospect says to you in response to your pitch, they have given you their time and the opportunity to sell your product or service, so appreciation throughout your call is essential. Thanking them for raising their concerns and discussing them with you, is essential. It continues to make them feel valued on the call but also buys you some time to have a think about how best to overcome their hesitation about your product or service.



Empathy 2

By empathising with your prospect it allows you to connect with them on a more personal level, which is a fantastic approach to sales. By listening to what they have to say and understanding their problem you can sit back and think during the conversation, before establishing a way that your product or service will help them to overcome that problem. What you'll then find is that you naturally set yourself on a better footing to overcome the objection because your contact can see that you've genuinely listened to them and are trying to help them, rather than just trying to make a quick sale.



3 Ask, probe, confirm

Every good sales person knows that open-ended, discovery questions are the best way to get their prospects to open up about their current challenges and thoughts towards their current products.

Once they have opened up to you, ask leading questions that direct the conversation to how they need your service and once they follow the path you have laid out for them - confirm it back to them.. Experts say that it takes at least four layers of questions to get to the base of a client's objections to your pitch, so keep asking and get that discovered as quickly as possible so you can overcome them and get the conversation on the right path.



4 Arm yourself with evidence and case studies

Make sure that, before your interaction, you are armed with detailed knowledge of your closest existing client match testimonial or review. This will enable you to call upon a genuine example of how you have made a difference to a business like theirs, and the impact that your product or service has had on them since - and could have on this business.

Ensure that you talk about your brand's experience in their industry or with similar clients and how you can help this particular prospect achieve similar results by working with you.



6 Be confident

Last but not least, people are far more likely to believe what you're saying and stay engaged with you if you say something confidently. It shows them that you feel strongly about your product or brand - and them - and that you aren't only interested in the sale.

It is undoubtedly difficult to remain positive and confident sometimes in the sales world, but even if it means you have to follow-up with the prospect another time you might just save the sale by booking in another meeting and giving them time to go away and think about what you've discussed.



The reframe 5

Make the prospect see their challenge and your solution through a different lens. They are engrossed in their business every day so it can be difficult to see how new products or processes might improve their way of working, but if you can give them a hypothetical situation in which your product or service fixes their issue, and makes their life easier, then you can overcome at least some of their objections. It's all about making them see what things could be like.

For example, you might refer to their objection as an opportunity rather than a problem, or a strength, as they have identified an area for improvement.

Takeaways



Every conversation in this line of work is going to be different, and even when you start thinking that you're going in the right, or wrong, direction there might be a curveball that you can't anticipate. What matters most is that you react professionally to this setback and use your new-found skills to bounce back and rescue the opportunity.



Persistence is great, listening is of paramount importance and attempting to solve a problem can make all the difference.



So there are just a few of our top objection handling techniques that, hopefully, you will be able to adopt and use the next time you get an objection. Always try, no matter how hard, to see objections as an opportunity and make sure that your team (and manager, especially) know when you've brought a lead back from the dead and brought home a sale!

