

Five Steps to Overcoming Objections

Objections, questions and concerns are good. They are essential to the selling and enrollment process. There are no enrollments without them. Objections and concerns indicate interest. Let's assume that most objections are questions. If so; it's only natural that we attempt to discover and help the prospect understand just what question they are really asking. When we know specifically what their question is, and we have provided the solution to their question, the enrollment or sales process can continue by going back to the written and memorized script.

Step 1: Listen to the prospect. Hear them completely, and do not interrupt when they are talking.

- They are asking me a question...
- What is the question they are asking? *Refer to 'Understanding Questions'*

Step 2: Cushion the objection: Let the prospect know you understand them and why they are raising the objection or question. Cushion the question so you can keep in rapport.

- I can understand how you feel...
- I'm not surprised to hear you say that...
- I appreciate your concern...
- You've brought up a good point...
- If I were in your shoes, I might feel the same way....
- There's a lot of truth in what you say....
- That makes sense.....I can see where you are.....I hear what you're saying.....

Step 3: Turn the objection into a question

Confirm in your own mind what the question is....

Step 4: Confirm/restate the question with the prospect until they agree it's the question, then expand the question to other possibilities and solutions by asking another question:

- Isn't that the question.....What would happen if?
- So if I'm clear, your question is.....Why do you say that?
- If I'm hearing you right, the question is.....When will you know the answer?
- So it feels like the question is.....How will that effect your future?
- That make sense, your question is.....Who else can help resolve this?

Continue to ask questions and present solutions (Step 5) until the prospect agrees that the question has been answered or they can wait a few minutes for the answer. Confirm with a question that the objection has been answered. Then go back to the script.

Step 5: Answer the question or objection with a solution:

The prospects cycle of motivation is based upon their needs/wants being answered, not yours. It is a must to know the prospect's needs. (Qualify the prospect)

Lead with the Need

Want/Need – Problem - Solution

- **Feature:** What it is.....What Does it Do
- **Function:** How does it solve the problem.....
- **Benefit:** How does it help them Gain or Avoid.....