

10 Steps to Solution Selling

Everyone is selling something to someone!
How to sell solutions and get win-win outcomes

Step 8

Objection Handling

What is an objection? An Objection is a request for more information

It is incredibly important to be aware of our internal dialogue when faced with an objection. If our internal dialogue is “oh crap – they are objecting – I am not going to get a commitment!” Our non verbals will reflect this and the receiving party will pick up on either your defensiveness or your fear. If however, you reframe your internal dialogue to be “Great – they are invested! They have a question – they simply want more information from me!” Your non verbals will be relaxed and confident. Remember in Step Five, I said EMBRACE the VIOLENCE. (Open confrontation). VIOLENCE mean that people are engaged. If they went into SILENCE (disengagement) – you would have no opportunity to really understand what their concerns are buried deep below the waterline!

So now that we have the Psychology and Physiology right – let us focus on the process. I am going to introduce you to the 4 Step Objection Handling process that is going to set you on the path to overcoming any objection BIG or SMALL.

STEP ONE.

Validate their concern.

This does NOT mean to agree with it! It means looking at the situation through their eyes, from their perspective and acknowledging that you hear and understand their point of view EVEN if you disagree with it.

Client: “It is too expensive“

You: “I can absolutely appreciate your need to make sure that you are getting value for money. You need to do your due diligence and if it were my Mom looking to purchase into a retirement community, I too would be making sure that she was spending her hard earned money wisely“

DO NOT Follow this with a BUT, HOWEVER, or UNFORTUNATELY. – as this completely negates what you have just said. Simply put a full stop and ask a question.

STEP TWO.

Ask a question to clarify the REAL reason for their objection

“May I clarify something – when you say it is too expensive – what are you referring to – the cost of the unit – the cost of the care – the weekly costs – and what were you expecting to pay for these services?“

Client: “The weekly fees“

STEP THREE.

Give relevant information to educate and inform!

Give them the info they are unsure or concerned about. In this way you are targeting specific areas of concern rather than going into a generic pitch fest!

So you might say

“So it appears the weekly fees are concerning you and that you have not had an opportunity to look into other options . Might I suggest that you do some research into other service providers, so that you can be sure that we are offering you the best value for your money . I would be more than happy to help you do a comparative analysis . As I said right at the beginning of this meeting – my job is to help you make an informed decision – and if what we are offering is not the right fit for your mom – I would be the first to point that out“

REMEMBER WE ARE SELLING SOLUTIONS!

It is really important that you move directly into the fourth step – and ask for a commitment to the next step!

STEP FOUR.

Ask for a commitment to the next step!

You: “May I suggest that you have a look at these three other providers in the area , and I will give you a ring next Tuesday to set up a meeting to discuss what you have discovered ... what time on Tuesday will suit you ?“

Your job is to keep the dialogue going and to get a commitment to the next step ! You are also positioning your self as a Trusted Advisor – where you PARTNER with your client/internal customer until you have found the RIGHT solution.

Each time we overcome an objection – we come a little closer to making the final CLOSE.

That leads us to STEP nine – Closing confidently

Until next time.

Be Bold. Be Curious.

Jacqui Perkins.

