

# Most Common Objections

## Coaching Questions

### “What objections are you hearing?”

#### Topic Introduction

No matter how great your offering is, there will always be emotional reasons not to move forward.

#### Discussion Questions

What objections are you hearing?

- It isn't in the budget this year...
- We just haven't gotten to this yet...
- I haven't been able to get this in front of my manager...
- I'm not sure that this will work for us...
- We are quite a unique organization and need something customized...

#### Key Learning

Asking questions to understand their root problem will help you.

### “What are they actually saying?”

#### Topic Introduction

Even though they are giving you different objections, often they are saying something very different.

#### Discussion Questions

What are they actually saying?

1. This was potentially a higher price than they were expecting.
2. It is not a priority or it isn't easy to implement.
3. My manager is the decision maker, not me.
4. The solution is unclear or the implementation was not explained.
5. You have not demonstrated understanding of client or that you are listening.

#### Key Learning

These might be the real reason why you are hearing objections. There could be other reasons, so keep asking questions and listen.

### “Is there a way to overcome these objections before they even come up?”

#### Topic Introduction

Once a customer starts saying 'no', it is harder to get them to say 'yes'. It is better if they never say 'no' at all.

#### Discussion Questions

How could you avoid these objections?

1. Payment plans, lower cost options, follow up, and asking them what their budget is could avoid this objection.
2. Explain the result or risk of status quo. Process map or write down what the implementation schedule is.
3. Book a meeting with the manager, explain how it will benefit the manager, or control your message.
4. Over simplify the solution. Give similar case studies. Use diagrams and images to explain the implementation.
5. Use case studies and testimonials of a similar organization.

#### Key Learning

Listen to objections. Understand them. Then plan for them.

## Examples

### Real Life Example: What objections are you hearing?

A student painting company was doing door to door sales calls in early May to generate jobs throughout the summer. When they went from door to door they would simply ask 'do you have anything that needs painting this year?'

At each stage of the sale cycle they were hearing different objections that had to prepare for.

1. People weren't home. They had to have flyers available as leave behinds.
2. People didn't have anything to paint. This changed their pitch to "Not sure if you have any painting to do this year? We do everything from rooms, to decks, to furniture, to window trim." Using this approach had the prospect thinking beyond if they wanted a room colour changed.
3. People had everything painted the year before. The response for this objection was that "We provide a 3 year guarantee. If anything of yours needs repainting, let us know as then you won't have to worry about it." This made the customer realize that they didn't know if they were protected if something chipped on them. This often resulted in business on high traffic areas that had been painted such as the front door or main hallways.
4. People indicated that it wasn't in their budget that year. The response for this objection was that "I just bought this franchise and am planning on continuing this after school. Let me get you a free estimate for when you are ready to get started."

By listening to objections early on in their sales, they actually were able to tweak their pitch and avoid these common pitfalls.

### Real Life Example: When stating these objections, what are they really saying?

A software company was trying to sell their solution to a non-profit. The non-profit indicated that IT was not in their budget for the year, and that any additional budget would be for staffing.

The software company realized that the objection wasn't budget, but that they thought that the value of more hours was more beneficial than the solution. The company has two choices;

1. Argue that there could be room in their budget. Likely the sale won't happen as this is not understanding of the prospect's actual belief.
2. Show how the software makes their four employees that work 2000 hours a year (8000 hours) more effective and allows them to add more value. This approach shows that 8000 hours of adding more value is better than adding 100 extra hours of work.

### Real Life Example: Is there a way to overcome these objections before they even come up?

Selling telecommunication expense management was tricky as every telecommunications company was pitching this service as part of their offering. Although a telecommunication company performing cost cutting consultancy work would not be objective, as they would only work with their own solutions. With this in mind, it was an uphill battle.

To avoid being hung up on, if the sales person was sent to the Director of IT, they would say proactively "I'm not a telecom company" or "We are an independent telecom consultancy, which means we are objective when we help you. That helps us save you more money."

To avoid the decision maker from saying that they handled this in house, the sales person would include in their pitch "we have an average of 28% for our clients. And even companies that have just reviewed their telecommunication expenses, we still realize an average of 20% incremental savings."