Handling Objection

- Objections are BUYING signals
- Objections are how clients indicate they are interested and give you insight into their concerns and thoughts
- Clients will handle most of their own objections if you guide them properly
- The key to handling objections is to take your time, and listen carefully

Overcoming any objection using CRAM

- Clarify
  - When a client gives you an objection, resist the temptation to immediately respond or answer and instead use a clarifying question
    - *What do you mean by that?   If price is to high, compared to what?*
    - *Tell me why you feel that way? I'm not sure I understand, can you explain further?*
- Restate
  - As closely as possible you use the client's words and repeat them.
    - If you have done a great job clarifying, this is when the objection starts to sound silly or awkward and the client will likely change their position.
      - "So the reason you're not wiling to move forward with my strategy at this time is because you've tried radio once and it didn't work?" (Sounds stupid doesn't it?)

Overcoming any objection using CRAM

- Answer
  - After you have clarified and restated, you may not need to even use this step the client in many cases answers for themselves. If you need this step this is where you tie specific information to THEIR concern or objection.
    - You have identified the underlying issue you can now answer it with your prepared materials. Eg. Value building for price objection, Testimonials for fear of "will it work," etc.
- Move On
  - After you have clarified, restated, answered, you can continue to the next step in your presentation.
    - That may be another objection, could be a close, could be a scheduling issue, etc.
  - The key to being able to move on is to ask the client if they are satisfied with the answer. "Have we cleared up your concern regarding, X?"

Clarify

When a client gives you an objection, resist the temptation to immediately respond or answer and instead use a clarifying question:

What do you mean by that? *If price is to high, compared to what?*
Tell me why you feel that way? *I'm not sure I understand, can you explain further?*

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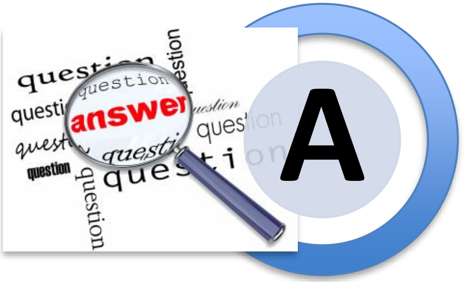

Answer

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You have identified the underlying issue you can now answer it with your prepared materials. Eg. Value building for price objection, Testimonials for fear of "will it work," etc.

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