

Objections! Objections! Objections!

How to
Conquer
Objections
and
Explode
Your
Sales
Performance!



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**How to Conquer Objections
and Explode Your Sales Performance!**

BY Gavin Ingham

Testimonials

"I really enjoyed the seminar and learnt more about cold calling in one day than I have done in the last 5 years!"

Danielle Pile, Roevin

"Friday's seminar was excellent. I don't think I have ever been on a course where I haven't lost interest along the way. Gavin kept it interesting and upbeat (so much energy!)."

Sarah Bradshaw, Capita

"I was blown away by the quality and content of your "Power Canvassing" seminar that I found very entertaining as well as informative. Where as some training I have attended in the past has died on its feet in a few days, the tools and techniques that I learnt on Power Canvassing are still ringing in my ears. Gavin's enthusiasm is contagious and his knowledge prodigious. With a combination of "Real World" tools and techniques that get results, I feel that every recruitment consultancy that is interested in exploding their consultants motivation and sales figures would benefit from your seminars".

Simon Childs BSc (Hons), Senior Consultant, Chase
Moulande Regeneration

"I recently attended Power Canvassing seminar and must say it was quite different to other 'sales' courses I have been on. I found Gavin Ingham very motivational. Most sales courses will tell you about objection handling but the differenceis that they go a lot deeper than that. How you actually feel before you make the call is very

important. You have to recognise that the sales call is 100% your responsibility so when things don't go according to plan take the time to learn from your mistakes – could you have handled the call better. If not, the most important thing is to let that call go and move on shows you how to do this by changing your attitude and physiological state, continually practising and asking for feedback from colleagues. I will definitely be recommending (Gavin) ... to my colleagues!"

Edith Udemezue, Operations manager, Science
Recruitment Group

"Yesterday was a highly energised day with lots of ideas and audience participation. I was able to take away a lot of re-enforced traits and some new approaches for overcoming the many obstacles that are put in our way on a daily basis."

Iain Brassell, TMP Worldwide

"It was excellent, I have learnt a lot about how we can expand the mind.... Thoroughly enjoyed my day. The trainer was superb and the whole day was very beneficial. I feel very motivated, hope it lasts!!!"

Kelly Duffield, The Recruitment Consultant Magazine

"Interesting, informative and fun. Good trainer. Kept us interested and at our level."

Justine Wilkinson, Training Manager, Preferred
International

Who is Gavin Ingham?

Gavin is the foremost sales performance expert in the UK. He passionately believes in helping individuals and teams create the lives and businesses that they desire. With his inspirational approach to sales and motivation Gavin combines commercial experience, personal excellence and communications technologies in delivering personal and business sales success.

Unlike many so called experts, Gavin excelled as a sales professional winning a European sales award for a leading organisation in his first year of selling and then progressed rapidly through to a hands-on managerial role. After a successful start-up project, he worked as Head of Sales and Marketing in a FTSE 250 before setting up his own business helping others to rapidly increase their personal and business sales success.

Gavin is an NLP Master Practitioner, CIPD qualified and a trained coach. His depth of sales and commercial experience allows him to share true-life anecdotes and examples, which resonate with audiences. This shared experience encourages greater learning and application of the skills taught because the salespeople know that Gavin understands them. Gavin believes that it's important that every investment produces real results and that is his primary objective when working with clients.

Lifelong learning and the application of that learning is the key to all success. Gavin is committed to studying, modelling and working with the best in his key areas of study. These include sales, coaching, communications and NLP. Gavin particularly enjoys the works of Anthony Robbins, Brian Tracy, Stephen Covey, Steve Andreas, Robert Dilts, Milton Erickson and Richard Bandler.

Gavin is the creator of the Power Canvassing seminars, CD's and various other audio products. He also created a phenomenal 12-week programme methodology designed to produce sustainable sales growth and return on investment.

During his career Gavin has won business with a multitude of blue-chip clients including IBM, Lloyds TSB, AT&T, Siemens, Vodafone and Citibank and has trained and coached successful sales teams, sales professionals, managers and business owners.

Gavin's Philosophy

"Whatever your sport you wouldn't play without the guidance and support of an experienced coach on your side. The same should be true of your business. After all, your business is the most important game there is.

That's why my dynamic programmes are so important. This unique combination of consultancy, training and coaching serves sales professionals, business owners, and dynamic teams in their desire to create more sales and stronger businesses."

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How to Use this Book

Do...

- Read it from cover to cover
- Dip into it whenever you have a spare moment
- Keep it on your Desktop or Laptop
- Note your sales "wins" within its pages
- Memorise your favourite answers
- Find yourself adopting the beliefs and living the life of a Sales Superstar
- Use it as a resource for creative 10 minute energisers in sales meetings and trainings
- Buy copies for the whole of your sales team
- Tell your friends about it
- Use it as the secret of your success!

Top 10 Tips of Sales Superstars

- 1 No objection has any meaning other than the meaning which you give to it
- 2 Always be 100% responsible for the outcome of every client interaction
- 3 Always remain calm in the face of client objections
- 4 No-one has the power to make you feel bad unless you let them
- 5 Dealing with objections is simply part of selling
- 6 Dealing with objections expertly will set you apart from mere average salespeople
- 7 Modelling successful salespeople and studying books and audio products is part of being at the top of your game
- 8 Write down every objection you can think of, plan your answers and practice them until you are fluent in the use of them
- 9 Constantly revise and improve your objection handling techniques
- 10 Believe in yourself, your product / service and the sales profession

When You Become an Expert Objection Handler...

You will:

- Build better rapport with clients
- Stay more focused on your sales objectives
- Remain on calls longer
- Be less stressed
- Feel great about your chosen profession
- Enjoy the sales process much more
- Avoid confrontation with clients
- Be more persuasive
- Become a master of communicating in difficult situations
- Portray professionalism, confidence and client focus
- Prevent most objections ever happening!
- Make more sales at higher fees!

And in the Beginning there was Feel, Felt, Found

FEEL	I understand the way that you feel
FELT	Other people felt that way too!
FOUND	However, what they found was ... Answer objection!

Strengths

- Easy to use and remember
- Adaptable

Weaknesses

- No good for complaints or personal objections (e.g. "I don't like you!")
- Can't be used over and over for multiple objections

Sales Superstar says...

"Consider your most common objections and plan and personalise your Feel / Felt / Found answers with real life examples and statistics."

"I understand how you feel John. When I worked with (name client) they felt that the initial investment was outside of their budget too. After implementing Gavin's coaching programmes across their organisation they found that their sales rose by 45% which represents a 275% return on investment. This equates to a bottom line profit figure of ... (name figure)."

Practise now!

The Objections!

"I don't know your company."

What client means

"Who are you?"

Clients have found that purely "emotional" objections like this one quickly uncover the insecurities of average salespeople.

Average salesperson

Thinks: *"No you don't. Why does no-one like me?"*

Action: Becomes defensive, waffles and ultimately bails out of the call.

"Fantastic! That's exactly why I've called. We're the ... (give opening statement or unique selling points)."

Sales Superstar

Thinks: *"You will in a minute!"*

Understands: Peak performers are motivated from the inside out. Only average sales people are affected by this kind of comment.

Why this works

- It reframes the client's expectations of how salespeople behave
- It's positive and amusing
- It was never a real objection anyway!

"We don't use that!"

What client means

"I see no need for your services."

This client either does not see the need for your services or is using this approach as an instant conversation terminator.

Average salesperson

Thinks: *"No-one wants our products!"*

Action: Either bails out of the call or gets confrontational and pushes against the client's resistance.

"And I'm not asking you to change now, merely get to know you and understand a little more about your business and what you do use."

Sales Superstar

Thinks: *"And I'll find a need for it if you have one!"*

Understands: The parable of the two shoe salespeople in Africa. One messages back, *"Bring me home, no-one wears shoes out here"*, the other messages back, *"Send more shoes! No-one wears shoes out here!"*

Why this works

- Defuses "threat" of the pushy salesperson
- "Change now" is an embedded command
- Who doesn't like to talk about themselves and their business?

"All of that is controlled by head office in the USA."

What client means

"It's not in my control."

Client does not want to waste time talking about something that is not within his control. It's also a great way of getting rid of unwanted salespeople!

Average salesperson

Thinks: "Why is nothing as easy as it used to be?"

Action: Bails out of the call and adds to their collection of negative sales memories.

***"Where in the US?
Who looks after it?
What's his / her role?
What's their phone number?
When was that implemented?
(And gradually move into...)
How effective has it been?
What were the business reasons for
implementing that in the first place?"***

Sales Superstar

Thinks: *"You can't stop me that easily!"*

Understands: Building business relationships in today's markets is like putting together the many pieces of a complex puzzle. Only by building many lines of communication can the picture be completed.

Why this works

- Uses "misdirection" to gather information and lets client think that you're asking standard sales questions. This helps them to relax and allows you to build deeper rapport
- You then move to deeper questions so that you can uncover needs and opportunities

"I'm afraid that area of the business is outsourced."

What client means

"Not today!"

In today's markets, outsourcing areas of the business is becoming increasingly popular with companies seeking to reduce overheads, cut costs and maximise profits. Ordinary salespeople are too focused on products and not commercially minded enough to understand the potential opportunities here.

Average salesperson

Thinks: *"I could have been somebody! This market is rubbish!"*

Action: Thanks client and departs with another notch on their *"woe is me"* belt.

"That's fine. As someone focused on providing specialist solutions in that area I'm pleased that you take it so seriously. I'm curious, what were your reasons for outsourcing that area of your business in the first place?"

Sales Superstar

Thinks: *"We'll see about that!"*

Understands: As fast as one area is outsourced another is brought back in-house. Careful investigation may uncover alternative opportunities, "middle-man" deals and even problems in the existing outsourcing solution.

Why this works

- Positions you as an expert
- Respects client's position
- *"I'm curious"* is a real "softener"
- Links nicely to questions

"I haven't enough time."

What client means

"I'm busy and you'd better not waste my time."

This kind of objection usually means that the client is busy and that they get a lot of sales calls. It's really not personal but most salespeople take it this way!

Average salesperson

Thinks: *"I'll be as quick as possible then!"*

Action: Makes excuses for the call, rushes into the pitch and gets rejected. When salespeople rush in this way it sends a psychological message that they are not important and therefore not worth dealing with.

Attempt 1:

"And I won't waste a moment of your time."

Attempt 2 (if he repeats himself):

"I apologise. When this week would be more convenient to call? How would Friday afternoon be for you? 3 or 4pm?"

(Book call or meeting)

Sales Superstar

Thinks: *"I am worthy of your time."*

Understands: All clients make time for the right sales conversations therefore the key here is to maintain composure and differentiate your call as being worthy of the client's time. Ensure that you control your pace, tone and pitch.

Why this works

- The initial acknowledgement is enough for most clients
- Takes responsibility if the client repeats the objection
- Sets a time for the conversation using different closing techniques

"You're too expensive!"

What client means

"I reckon I can get a bargain here."

The "price" objection is one of the most feared by salespeople and clients know it! What's more they are not afraid to use it liberally.

Average salesperson

Thinks: *"Quick! Give him a discount – I'm too expensive!"*

Action: Reduces price, appears desperate, throws away an opportunity.

Option 1: ***"I'm sure you have a good reason for saying that, do you mind me asking you what it is?"***

Option 2: ***"Are you considering the price or the total cost of ownership? Certainly when you look at the price on a piece of paper we're not the cheapest. When you consider the total cost of ownership which includes ... (name client's needs / criteria) ... then you will be able to see that we provide the best return on investment."***

Option 3: ***"Well, I certainly don't mind people selling for less. However, and you will understand why I ask you this, how important is it that any purchase provides a return on investment? Why? And you know that's exactly why..."***

Sales Superstar

Thinks: *"You've just not understood the value yet!"*

Understands: Clients are always going to try and negotiate and most aren't that serious about it anyway. If they are the Sales Superstar will ask questions to build the value before negotiating.

Why this works

- Shows empathy
- Uncovers real costs not just figures
- Reframes the client's perspective
- Shows confidence and professionalism

"I'm happy with my current suppliers thank you."

What client means

"I get these calls all of the time."

Clients have found that most sales people have no useful answer to this objection! They often use it without any consideration as to whether they really are happy or not.

Average salesperson

Thinks: *"Everyone has a supplier already! Why do I bother with this job?"*

Action: Bails out of the call or challenges for a weakness in the client's existing relationships. This usually results in confrontation.

Attempt 1:

"Great and I'm not asking you to change now merely consider building a relationship..."

Attempt 2:

"Many of my other clients told me the same thing. They were also working with existing suppliers before they realised that our service perfectly complemented what they were already doing. I'd like to get together and show you how..."

Sales Superstar

Thinks: *"Really! We'll see about that!"*

Understands: It has been estimated that only 5% of clients are genuinely "happy" with their current suppliers but most won't tell you until you've got significant amounts of trust and rapport.

Why this works

- Does not challenge or threaten the existing supplier relationship
- Respects the client's decision
- *"Change now"* is an embedded command
- Uses inclusive approach with the word *"complemented"*

"We've got a preferred supplier's list!"

What client means

"Not today thank you!"

In some industries this objection is the most feared objection that there is. Clients know this and produce it with a flourish leaving a trail of battered salespeople in their wake!

Average salesperson

Thinks: *"Not again! I hate this job!"*

Action: Asks when the list is up for renewal, sends some literature and books a call-back for some "more appropriate" time in the future.

"I'm pleased to hear that! Many of our partner companies have preferred supplier's lists as well. I'm sure that you had good business reasons for setting that up. Do you mind telling me, what were they?"

Sales Superstar

Thinks: *"And I know that you don't always use it!"*

Understands: Clients virtually always source some services / products outside of their existing supplier relationships. Getting onto the list requires a long-term strategy so there are two different angles here – one for the short-term and one for the long-term.

Why this works

- Acknowledges client's position
- Reframes salesperson's position as a partner
- Links to information seeking questions

"We're about to be taken over."

What client means

"I'm in trouble and this is bad timing."

This client may be feeling very vulnerable right now. He won't be wanting to speak with brash sales people.

Average salesperson

Thinks: *"There by the grace of God go I!"*

Action: Feels embarrassed, sees no opportunity, exits the call or (far worse) pushes to try to expose needs right now in a very unsubtle manner!

"I'm sorry to hear that, those situations are always challenging ... (move to questions about the take over)."

Sales Superstar

Thinks: *"Poor chap. Maybe I can help."*

Understands: Measured empathy can go a long way right now. In the future this client may end up being promoted in the turmoil or may even end up winning a more influential position elsewhere.

Why this works

- Shows professional empathy and builds rapport
- *"Those"* linguistically distances both of you from the situation slightly
- Moving to questions builds rapport
- Allows you to judge the next step carefully

"We're making redundancies at the moment."

What client means

"Have you no sensitivity?"

This client is either worrying about his own job or is buried in the middle of a very difficult management scenario. A pushy, proactive salesperson talking about opportunities and requirements is not on his agenda!

Average salesperson

Thinks: *"I can't believe it. What a waste of my time!"*

Action: Gives up, feels bad, takes a step closer to another wasted day in the office!

"I'm sorry to hear that – it's never easy to make business decisions like that. When you consider the importance of any strategic decision like that it is essential to have the right support systems in place. It may be that we can help, tell me..."

Sales Superstar

Thinks: *"I wonder what opportunities may lie within those business challenges?"*

Understands: Companies always have business reasons for making decisions like this whether due to increased technology or difficult market conditions. Maybe the Sales Superstar can provide a solution to one of the problems. In any case, most companies expand again at some point.

Why this works

- Empathises with client's situation
- Demonstrates strategic business awareness
- Reframes client perspective from problems to solutions and moves into any question that you believe appropriate

Conclusion

“Thanks for taking the time to study **Objections!**
Objections! Objections! I am confident that you will have enjoyed it and hope that you implement new strategies and techniques, win more sales and move closer towards your dreams and goals. I would be delighted to hear of your wins and successes.

As a valued customer I also appreciate your feedback so please let me know your thoughts, musings, comments and anything that you would love to see covered in future products and programmes. I would also be keen to hear of any new or specialist objections that you struggle with!

And remember – go out and sell with attitude!”

Gavin

If you want to know more about Gavin and why he is considered by many to be the leading expert in maximising sales performance under intense competition in the UK today then visit www.gaviningham.net now. Focused on the core sales challenges of fear of selling, fear of rejection, fear of cold calling and staying motivated can you afford not to?

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