

# DEALING WITH OBJECTIONS

## *efficiently – without stress*

### Objectives

■ Acquire objection dealing techniques.

### Concerned people

■ Sales person,  
■ Call center agents.

### Knowledge required

Communication abilities

### Duration

1 day, possible to be individually coached

### Pedagogy & Practice

☞ Very pragmatic tools and playful pedagogy

☞ Experience shared between participants.

#### Practice :

■ Case study (from the participants or suggested)

■ Simulations

■ Self-evaluation form and improvement plan

### Know-How acquired

#### ☞ **How to tackle the objection phase on body ?**

The importance of objection in sales: Great an objection ?  
Why and how to provoke the discussion?

#### ☞ **How to tackle the objection phase on layout ?**

Mental attitude to adopt  
How to “physically” receive the objection ?

#### ☞ **Understand the 3 kinds of objections**

Rational - Emotional or irrational – Feint

For each technique below:

Presentation of the method. Practice with role plays

Advantages and limits for each method

#### ☞ **Technique 1 – use OR:**

OR : Objection - Reply

Share experience for the most frequently answers to objections, thanks to an intuitive answer approach

#### ☞ **Technique 2 – use OCRE:**

OCRE : Objection Cushion Reply

What is a cushion ? Its interest – how to do it?

#### ☞ **Technique 3 –Jesuit method:**

Ask for a clarification question :

Open question, or intermediary question, or mirror question

Objection rephrasing - answer

#### ☞ **Technique 4 – Be TOPP:**

Transform Objection in Positive Point

Example : If I understand, what’s in your mind is less price than profitability

#### ☞ **The best answer to the 10 most frequent objections**

« I don’t have a budget », « It is too expensive », « I already work with another provider, and I am satisfied », « I’m not interested », « I’m going to make up my mind about it », « I don’t have time to meet you », « Please send me a catalogue/a brochure », « Please call me back later », « I don’t need anything », « I will first have to talk to my CEO/associate...».