



## 6 STEP OBJECTION HANDLING TECHNIQUE

**Handling customer objections professionally and efficiently** is a necessary skill that sales people must master. Our *6 step objection handling technique* is a repeatable and reliable process all sales people can use. The technique is particularly useful to help reduce the risk of over-reacting and becoming defensive. Remember: most objections are simply requests for additional information, so try to avoid the temptation to feel as though you are being attacked personally!

| Step         | What to do and why to do it   |
|--------------|---|
| 1. Pause     | <p><b>Just for a second or two.</b><br/>(Yes, it will seem like 30 minutes but it's not).</p> <ul style="list-style-type: none"><li>You may feel this makes you look silly, but actually it makes you look professional as it shows you were listening and that you are thinking before responding.</li><li>Don't forget to breathe (to help the adrenalin to dissipate).</li></ul>   |
| 2. Empathise | <p><b>Recognise the validity of the question and the questioner.</b></p> <ul style="list-style-type: none"><li>Remember, it's OK for them to have questions (often they are simply seeking further information or have misunderstood something). So, acknowledge the question in an appropriate manner. Be genuine.</li><li>If either party is nervous or uncomfortable at this point, empathising in this way will help reduce these feelings.</li></ul>   |
| 3. Clarify   | <p><b>Ask an Open Question to narrow down the topic.</b></p> <ul style="list-style-type: none"><li>Sometimes the original objection is simply too broad to address, so ask which specific aspect of your proposal is most concerning them.</li><li>If they refuse to narrow it down, there is likely a bigger issue beyond your proposal that is causing the objection which may mean that you are not going to get any further with this proposal. If this occurs you may need to terminate the meeting and revise your tactics.</li></ul> |
| 4. Respond   | <p><b>Give your best response based on your current knowledge.</b></p> <ul style="list-style-type: none"><li>If you can't answer the objection fully 'off the top of your head' then you may choose to use additional information you have handy (eg. other slides, docs). If so, just indicate that you will need a moment to find the information.</li><li>If necessary promise to get back with further information.</li><li>Try not to go on talking for too long.</li></ul>  |
| 5. Confirm   | <p><b>Check if the Objectioneer is satisfied with your response.</b></p> <ul style="list-style-type: none"><li>If you are confident you have fully answered the question, then use a Closed question to seek approval to move on. If the Objectioneer is not satisfied you need to loop back through steps until you have fully satisfied them.</li><li>If you know you have only half answered the question, then admit to that and offer to provide additional answers later. Do not simply try to move on to commitment.</li></ul>       |
| 6. Re-cap    | <p><b>Review your presentation to recreate momentum.</b></p> <ul style="list-style-type: none"><li>If all objections have been satisfied, and you feel it's appropriate, then do a brief recap then move on to commitment.</li><li>Be aware that some of your audience will still be thinking through the details of the new information you have presented and will need a recap to ensure you have their agreement and attention and that they are focused on the positive elements before you move to commitment.</li></ul>              |

