

Rules And Techniques For Objection Handling

Basic Rules For Handling Objections Or Obstacles

- Never argue
- Agree and re-affirm
- Reposition the question (what the are really asking)

Phone Muffles Communication

- Get excited
- Speak louder
- Long pauses – allow things to sink in
- Stand up while you are speaking

How to build rapport

- Matching and mirroring
- Speaking benefits to them all the time
- Getting to their core desire and need
- Making sure you answer all of their questions at their root (vs just what you think they need)

Mirroring and Matching

- Rate of speech
- Tonality inflection
- Mimic emotions...remember that opposites repel

Upswings vs downswings

- Upswing means you lack confidence, authority, and cannot be trusted
- Downswings means the opposite. You're commanding your prospects
- "Isn't that what you're looking for Mr Seller"

Embedded Commands

- Giving subconscious commands to your prospect
- They don't notice them
- When you stack them through your language you make persuasion easier WITHOUT selling
- When you SELL YOUR HOME to me

Keeping people on track

- Don't feel bad about interrupting people
- Tell them you have another appointment
- Keep them on track by asking them questions

Ask questions

- Let them do most of the talking
- Ask who, what, where and how
- Got to their motivation

Future pacing

- Push them into the future to their desired outcome
- You need to figure out their main motivation
- And let them enjoy that in the future

Conditions vs Objections

- Condition cannot be overcome – I have to wait till my father approves the sale price
- Objection is an opportunity to answer their questions and concerns so they can move forward with us

What are objections

- They are unanswered questions in your prospects mind
- Always agree with them (never argue)
- Affirm that others have the same question
- Don't use the word BUT

Sample Transitions To Objection Handling

- I hear what you are saying, however...
- I know where you're coming from, so let me ask you this
- I can definitely appreciate what you are saying.... And let me ask you this...
- I can definitely see your point ... and if I was in your shoes I'd feel exactly the same way ... and let me ask you this...