

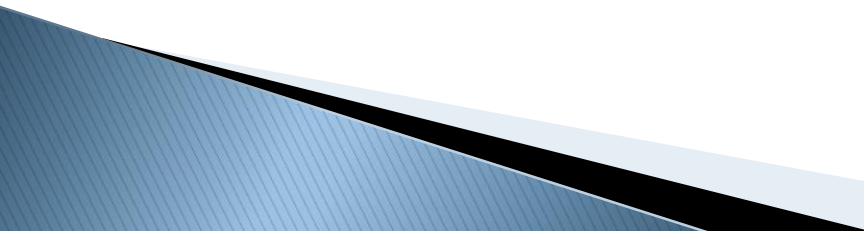


# How to Handle Objections

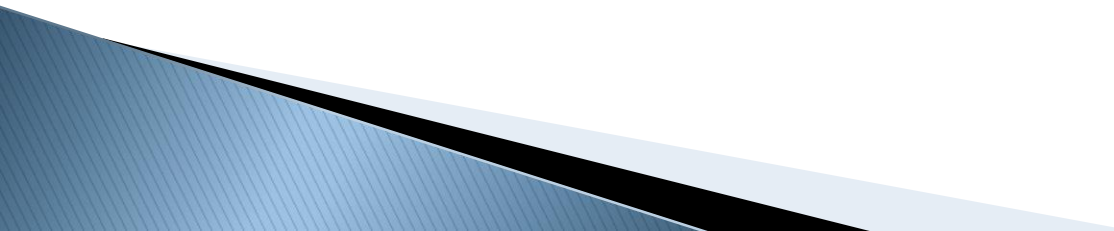
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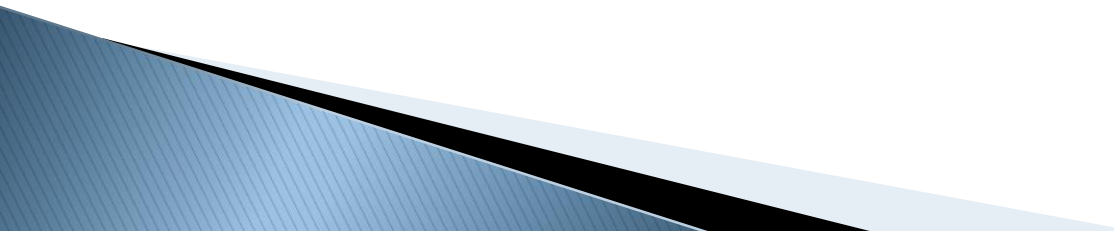
# What is an Objection?

- ▶ Objection is nothing more than a difference of opinion
  - ▶ Handling objections are the key to any type of selling
  - ▶ Primary reason of objections is fear of rejection
  - ▶ Paradigm shift – enjoy the objection
  - ▶ Get out of comfort zone
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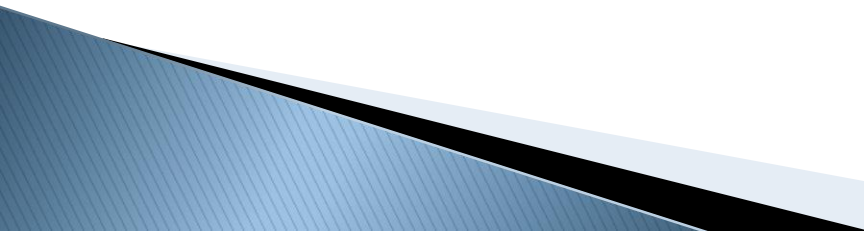
# What is Comfort Zone?

- ▶ Universal experience
  - ▶ Safety first
  - ▶ Procrastination
  - ▶ No pain, no gain
  - ▶ Willingness to take risks
  - ▶ Feel like an entrepreneur
  - ▶ Begin at the beginning
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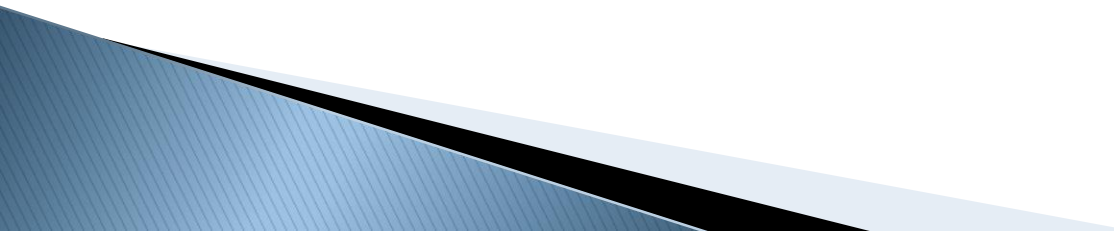
# What's next

- ▶ The way to do things is the way you do everything
  - ▶ What is your preferred style of working with people?
  - ▶ What do you have at stake?
  - ▶ Create your own mission statement
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# When objections arise:

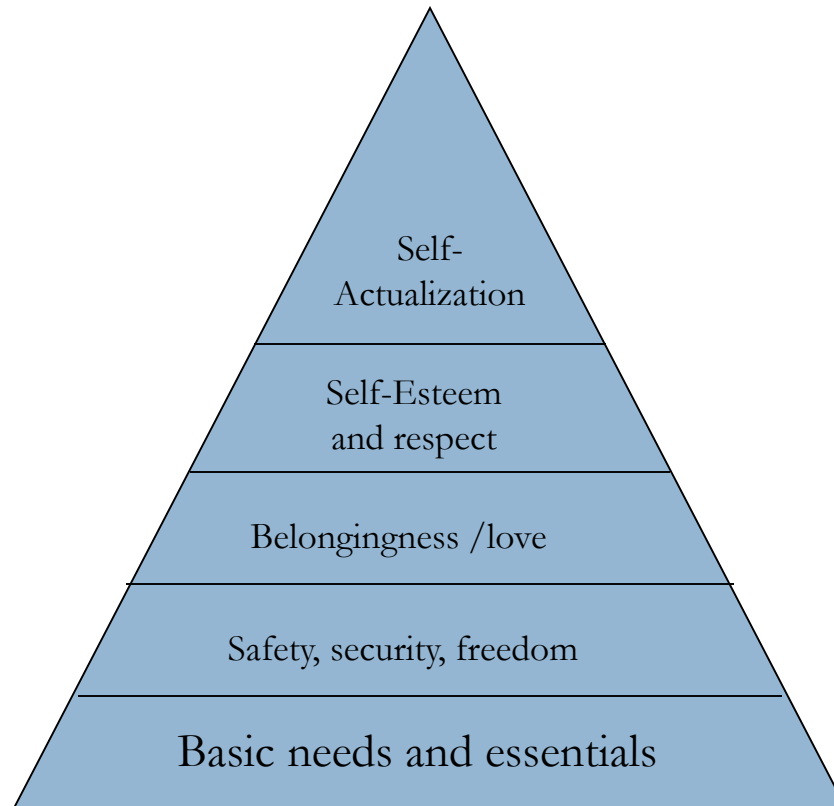
- ▶ What do you do when some one objects?
  - ▶ What do you think when some one does not agree?
  - ▶ How do you act or react to objections or ‘conflicts’?
  - ▶ Do you use ‘Empathy’?
  - ▶ Do you assess, review and revise what’s being said?
  - ▶ Are you listening what is being said?
- 

# Fear of Rejection

- ▶ Primary barriers of objections
  - ▶ Know where you are in the conversation
  - ▶ Ask the right questions and know how to ask them
  - ▶ Get to know them and understand what they really want
  - ▶ Acknowledge their objections, concerns or decisions
  - ▶ Become an investigator
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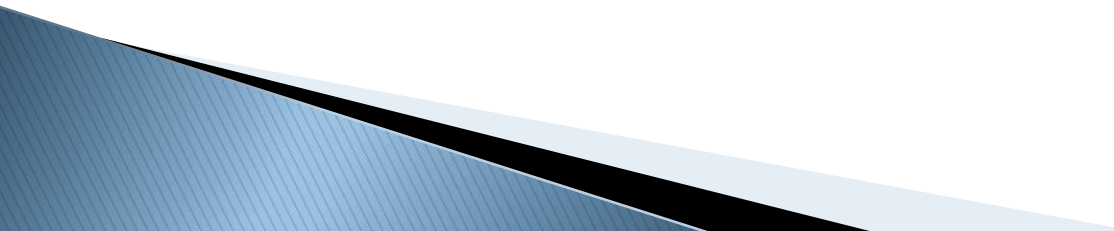
# Master Basic Skills

- ▶ In order to feel good about ourselves, we must feel good about what we are doing



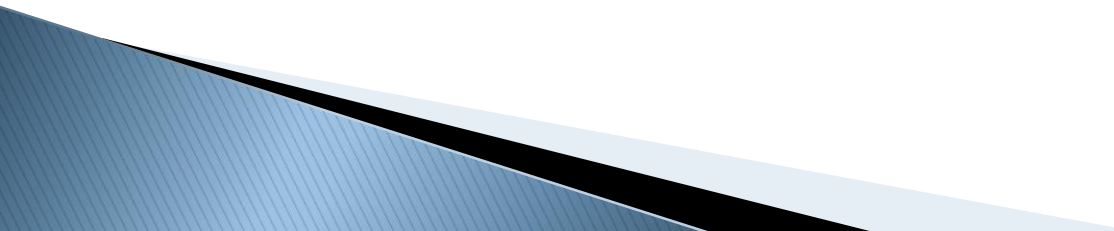
Maslow's Hierarchy of Needs

# Retrain yourself

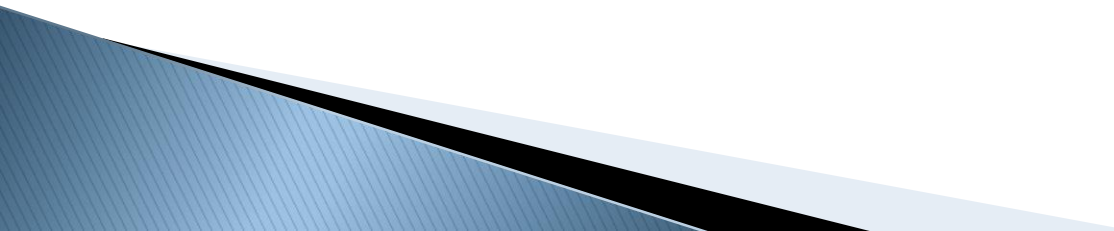
- ▶ Understand your own emotional state
  - ▶ Recondition your emotional responses
  - ▶ Acknowledge and ask what has been said
  - ▶ Enjoy the process and the conversation
  - ▶ Ask them to “ Help me help you”
  - ▶ Take them from ‘no’ to ‘may be’
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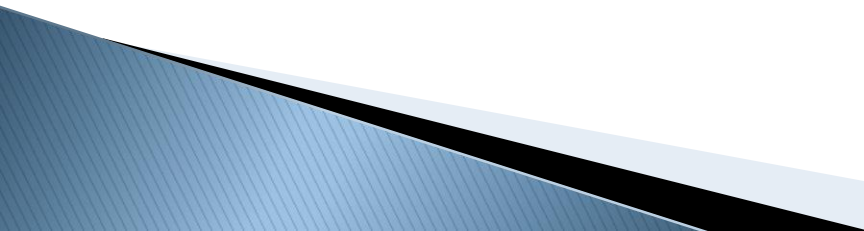
# Build rapport

- ▶ Show them the value in your propositions
  - ▶ Adjust their belief system
  - ▶ Allow them to take chances
  - ▶ Make them feel like an 'Entrepreneur'
  - ▶ Create mutual benefit in all interactions
  - ▶ Win-win for all will create lasting results
- 

# Any skill is as good as you use it

- ▶ What is at stake?
  - ▶ What it takes to be a leader?
  - ▶ Practice what you preach
  - ▶ When it is safe you can ask anything
  - ▶ Saying 'no' is not a bad thing
  - ▶ Objections provide an opportunity to ask more questions
- 

# Always remember

- ▶ Objections and disagreements are part of life
  - ▶ Your attitude decides your altitude
  - ▶ Contribute value even there is nothing to gain
  - ▶ Remember your mission statement
  - ▶ Primary barrier is fear of rejection
  - ▶ Understand the genuine problem in the objection
  - ▶ Learn to clear the smoke screen
  - ▶ Knowledge is a powerful tool
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# Questions.....

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