V11 - A four step model for dealing with objections

Listen	 As the prospect raises an objection, make sure to manage your emotions and stay calm. This will allow you to think more logically and make better decisions Manage your own body language so you do not give away your frustration – this will come across poorly and lose rapport Do not jump in straight away and try to respond – you need fully understand the objection first Practice active listening – showing you are interested and building rapport
Probe	 Now you need to get to the root of the objection – is the stated reason, the real and primary reason? Or is there anything else? Develop a full understanding of this and any other objections First restate the objection [as you understand it] back to the prospect and ask for him/her to confirm Ask if you can explore further, and then use 'Why' questions to deepen understanding of an objection. 'Why is that important to you', 'Why do you ask that' and 'what else' questions to discover wider, and underlying objections. 'What else will this mean', 'What else is getting in the way of moving forward?
Answer	 Answer the objection using the 'Benefits' of your solution Deal with the biggest objection first Try and deal with the objections 'in the moment', but be professional – if you need to check something and get back to the prospect then be honest and follow up quickly. This builds professional credibility.
Confirm	 Check with the prospect that you have fully addressed their concerns – assume nothing 'does that answer your concerns?' 'Is there anything else?' Monitor body language and voice tonality in their response, not just their words Do not fool yourself and accept less than 100 per cent commitment from the prospect – keep circling back through the process until you are happy