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Sales & Business Marketing Program

Removing Barriers

Objections are our Friends
The Hardest Objection
The CRC Model
They're Just Questions
Attitude & Discipline



Sales and Business
Marketing Program

WESTERN MICHIGAN UNIVERSITY

Module 7

Another Chapter in the Journey to becoming a Sales Pro!

OnSELLING

current topics >>>

We LOVE Objections!

An effective salesperson loves objections for two very real reasons....

OBJECTIONS EQUAL INTEREST: When a buyer expresses an objection, they are showing interest in your solution. Mentally they have moved forward in the buying process and came across something that doesn't fit for them. That's OK, we can potentially solve the mis-fit problem. But again, that started with the buyer moving forward in the process (at least mentally) and that means INTEREST! Never lose sight of this: No Objections = No Interest.

OBJECTIONS CREATE CHANCES TO WIN: The truth is many salespeople are bad at handling objections. They ignore them, tell the buyer they are wrong, push back hard against them, or act like the concern is either unreasonable or irrelevant. These are all mistakes and your hope is the others do them while you listen and problem solve. Not only do you end up moving forward, but you add distance between you and the competition!

Remove Barriers using Attitude – Process – Discipline!

Start smart with the right attitude, be even smarter by using good process, and win consistently through strong discipline!

It is an extremely rare sale that move forward in a straight line to success. Often that path is filled with bends and turns, and roadblocks, and bridge-less rivers, and even dangerous predators! OK, that might be overkill, but you get the point! If you are going to be successful you need to be able to deal with the barriers often call objections. What are objections? Any concern or issue that stops the buying process from moving forward. And any normal buy-sell interaction is going to have some. We call them many things: objections, issues, concerns, even questions. But if the process is going to move forward we need to become good at working through these issues. Some objections are fatal to the buying process, and even there, good process will get you to that end point faster and with more certainty, which is ultimately better than going in circles to just have it end anyways. But in most cases, objections are ultimately misunderstandings that need to be resolved. And there is nothing magical about the resolution process: start with attitude, and then in a disciplined way apply good process. Read on for more!

Mark your calendars...
**Great Lakes High
School Sales Challenge**

Two Events: Speed Selling & Role Play
Two Rounds: e-Round and
On-Campus. Dates & details can be
found on the GLHSSC web site:

www.wmusaleschallenge.com

Smartly Remove Barriers...

The Right ATTITUDE

The CRC Process

Consistency and Discipline

The Winning Process >>> The CRC Model

Three easy words: Clarify, Respond, Confirm. This might be the easiest process in selling, but it is also one of the hardest to consistently apply. You want an "easy" way to set yourself apart and win more often.... Pay attention to C.R.C.

Sometimes you will need to invite the buyer to express their concern. In these cases, don't hesitate...
INVESTIGATE!

1

CLARIFY

Your buyer expresses a concern...

STOP – DO NOT RESPOND!!!!

Start instead by asking for more information. Even when you think it is clear, it always makes sense to dig further.

Without clarity seeking you will often respond to the wrong issue.

Clarity takes exactly how many follow-up questions?
As many as it takes to achieve

UNDERSTANDING!

RESPOND

2

Remember what we learned related to presenting solutions.... well, just think of this as a revised and updated solution that you need to present. Take an organized approach and pull out all the same tools...

CONVINCING: two keys...

DATA: What hard numbers, like a financial analysis, support your case? People need to see the #'s!

LOGIC: Why does your solution make sense given this buyer's challenges? Need to make the connection crystal clear!

COMPELLING: two keys...

BTL: Use stories and demonstrations to bring the solution to life so that the value is specifically highlighted.

MOTS: Don't assume the buyer sees the value. Make the Moral of the Story (MOTS) clear.

3

CONFIRM

DO NOT assume just because you responded to their concern that they "bought" your response.
Ask a direct and specific confirming question.

"Does that remove your price concern?"

"Does that make you feel more comfortable with security?"



Don't Move On Too Soon

Many salespeople jump forward too soon and use a move-on style question without first confirming....

Any Other Questions?
(move-on question)

THE CORRECT ORDER

With the room's double thick walls and special HVAC equipment, are you comfortable that we will help you have the quiet meeting you seek?

Yes

Great! Do you have any other questions?

NOW that question is OK!

The HARDEST Objections>>>

UNKNOWN

When you don't invite or at least listen for the buyer's concerns you are likely to move ahead thinking that everything is OK, when in reality the buyer has a concern and will hesitate to commit because of it.

MISUNDERSTOOD

When you fail to seek clarity, you move ahead with a response ASSUMING that the response will be on-target. And often this assumption is wrong. This is especially common when the objection is a common one or a seemingly simple one. Is "It's too expensive" really exactly the same issue for all buyers? Likely not, so ask for more info BEFORE you move into your response.

UNRESOLVED

You clarified and responded but never confirmed that the objection was removed. Where might that leave you? In the UNRESOLVED category. Don't leave the removal to luck nor assume your response worked. Take action with a direct question and know for sure if you resolved it!

Typical Objections...

Always seek clarity, but understand that most objections fall into one of these categories. So, listen for....

Price

They see the price / cost of your solution as wrong (they don't see value)

Source

They may not see you or your company as a credible source of solutions

Need

They do not believe that they have a need for a solution in this area

Product

They do not see your product as a correct or best solution for their need

Time

They do not think that now is the right time to consider your solution.

PROBE & LISTEN TO LEARN MORE

Questions as Barriers!

Sometimes the buyer doesn't express their concern as an objection or a concern, but instead asks a question instead. Often the question is just the tip of the iceberg and you will need to both answer the question AND seek clarity to uncover the underlying concern.

Why did they just ask a question?

Most people are both conflict adverse and like to avoid embarrassment, thus if they perceive that the concern they have might cause conflict or might make them look bad, a way around it is to ask a question seeking some information that will allow them to decide without fully revealing the situation. The problem is that this leaves you in the blind, and blind selling rarely works.

When do I Seek Clarity?

Experience will teach you that, but start by following up on anything that is connected to **PRICE, CORE NEED, or TIMING**. It is rare that questions related to these issues are really just questions.

“For accommodations, are there more low-key options?”

The easy answer is yes, but why is the buyer asking? Is it a price issue? An image issue? Or something we haven't even considered. So, answer in a non-committal way and then seek clarity.

“There is a whole range of lodging options that we could consider, but what motivates you to seek lower key ones?”

This answer plus follow-up question can hopefully lead you to the underlying concerns and allow you to move forward into a full use of the CRC model.

The Right ATTITUDE for Removing Barriers!

EAGER

This is your chance to solve your customer's challenge and separate yourself from lesser sales people. Be enthusiastic about this opportunity!

HONEST

There is no room for the excrement of a male cow! Be honest in both your seeking and your response and remember you can lose the issue and still win the sale!

ASSERTIVE

Buying causes stress and sometime people's response to this is to back away. By being assertive you keep moving forward to the benefit of BOTH parties

ask the alumni >>>

Q: How do you approach objections?

A: “I avoid the trap of responding too quick and instead I STOP and ask a series of deeper follow-up questions until I uncover what the real problem is.”



Josh Breshgold
Founder, Joshua Gold
Custom Clothier
SBM Graduate 2009

**Handling it Like
A PRO**
Stay disciplined to the
process....

Invite & Listen

*Create an atmosphere
where you will hear the
buyer's concerns*

“At this point, let me ask you, what is your first concern?”

Location is a sticking point for me

CLARIFY!

*What does “location” mean
to this person? Don't
overthink, just ask....*

“What about location concerns you?”

And remember the task is not to simply ask one question, the task is to achieve UNDERSTANDING, so remain patient and focused and ask multiple questions if needed

Mainly the distance from Metro Detroit as many of our members come from there

RESPOND!

*Like any presentation use
data & logic & bring to life*

“As you can see from this map, the time is under 3 hours, which is the same as your other option”

CONFIRM!

*Be sure they buy the
response*

“Does that remove your location concern”

final thought.

With discipline this is
EASY. Without