



Selling Fundamentals

Removing Barriers

W Sales and Business Marketing Program
WESTERN MICHIGAN UNIVERSITY

The Selling Fundamentals Series

Removing Barriers

Module #7

The Sales Faculty
Western Michigan University

What is an "Objection"
And why are they our friends?

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An obstacle that is preventing the buyer from moving forward in the buying process

Objection – Issue – Obstacle – Concern - Question

OBJECTIONS ARE OUR FRIENDS!

BUYER INTEREST
When there is no interest, there are no questions / concerns / objections

COMPETITIVE ADVANTAGE
Many salespeople handle them poorly, thus this is a chance to WIN!

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Hardest Objection???

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- Price?
- Source?
- Need?
- Product?
- Time?

The TRUE three hardest....

- **Unknown**
- **Misunderstood**
- **Unresolved**

Any objection you can fully understand is an objection you have a shot at overcoming. Ignorance is not bliss – it is ignorance, and ignorance is expensive

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Step One: ATTITUDE 

| | | |
|--|--|--|
| ENTHUSIASTIC Be excited about your chance to create a win! | HONEST There is no room here for BS! | ASSERTIVE Balance the push & pull of the interaction |
|--|--|--|

With this attitude you should SEEK out the barriers!

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Step two: PROCESS (CRC) 


- CLARIFY**
 - You must understand the issue. Assumptions are VERY dangerous
- RESPOND**
 - A direct and straightforward response is needed.
- CONFIRM**
 - Is your buyer satisfied that you have removed the concern? Only the buyer's opinion matters!

Be a problem solver and ask multiple questions to get at the heart of issue

Don't tell them they are wrong, instead present another viewpoint

Directly ask if issue is resolved. DO NOT prematurely ask if they have "any other questions"

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Step Three: DISCIPLINE 

- The hard part of this is not the concept - it is the **discipline** to ALWAYS use it.

| | |
|--|--|
| COMMITMENT Are you willing to commit to this process on a regular basis? | CONSISTENCY Will you avoid falling back to an assumption based approach? |
|--|--|

This is one case where experience can work against you: been there, done that (and got the t-shirt) will creep into your approach without discipline.

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Removing Barriers Special Topic

But it is Just a Question



The Question
Is often just the tip of the iceberg


"How soon would we need to commit?"

CRC is still relevant
Experience will help you decide when to follow-up, but these are the "always follow-up" questions:
Price Questions - Key Need Questions
Timing Questions

"We are flexible, but is there a timing issue on your side we should discuss?"

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Removing Barriers 1-2-3



1. ATTITUDE
2. PROCESS
3. DISCIPLINE

This application of SMART persistence gains us the opportunity to move on!

GAIN COMMITMENT

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Any Other Questions?

