



# Objection Handling

**TIPS & TRICKS**

# That Actually Work



# THE SEPARATION IS IN THE PREPARATION

Before you can expect to be a pro at objection handling, you have to understand that the best salespeople spend time preparing. It's that simple. But most people aren't willing to do the work to separate themselves.



## Preparation 101

- Understand your prospect
  - What do they care about?
  - What are their pain points?
  - Where are they located?
- Confirm their job title/position - does it match your CRM?
- Find ways to make it about them
- Understand what you are selling



## Maintaining Conviction and Confidence

- Not letting prospects off easy
- Drinking the company Kool-Aid
  - Case studies, a fireside chat with customers, sharing customer vs. sales stories (*and knowing the difference*)
- Conviction in your skills
  - Conversations with strangers, the product/solution, the value you can provide, the pain points you solve



## Candor & Being Disarmingly Blunt

- You're not here to waste people's time or your even own time
- Tell the prospect exactly why you're calling
- Embrace your weaknesses

# TIPS & TRICKS FOR COLD CALLING



## 1. Hit the mute button & shut up

- As soon as you make a power statement or ask a tough question, put your phone on mute.
- People hate awkward silences, therefore when you respond to an objection - this is the time to let the prospect give you the truth in their answer. And they will if you don't interrupt them.

## 2. Sales is a transfer of belief

- You truly have to believe in yourself and what you're selling to have conviction.
- If you don't believe your solution can actually help them, you're already starting off in the hole.

## 3. Don't be afraid to ask for what you want

- However, you can't do this unless you build value in what you're selling.
- If someone picks up a cold call and you say "book a demo now", it's obviously not going to get you anywhere.

## 4. Control the conversation

- When the prospect controls the questions, they control the conversation.
- The best salespeople direct the conversation, interjecting but not interrupting. They can turn a conversation by asking the right questions that pertain to the person they are calling.



# TIPS & TRICKS FOR COLD CALLING



## 5. Have your calendar ready

- If someone says yes to learning more or even if they say “this isn’t a good time”, you need to immediately have another time available to give them. Remember, nobody likes a desperate salesperson.
- Have an exact day/time, don’t say “I’m wide open on Thursday”.
- P.S. Know the timezone your prospect is in.

## 6. Above the line emails

- You can immediately see if the person you’re talking to has a say in the buying process. But it only works if you multi-thread early to get their boss in the conversation.
- Most importantly, make your prospect the champion when you send these emails.

## 7. Prepare for three or four objections

- Most salespeople get defeated and give up after one or two objections.
- The top performers continue to overcome objections, which allows them to get to the “true objection” or reason prospects aren’t saying yes.

## 8. Incorporate psychological elements

- Reference other people you are meeting with when trying to find a time to fit them in. It shows that you are booked and have validation that your product/service provides value.
- Use choice paralysis by giving multiple good options to where they have to think about the answer.



# OVERCOME THE MOST COMMON OBJECTIONS



Objection	Response
I'm not interested.	Actually, that's why I'm calling. Most people we talk to don't know solutions like "_____" exist. If you have 10 seconds, I can share some of the pain points we help solve.
I'm going to a meeting.	I appreciate you answering my phone call. Are you free tomorrow to pick this conversation up again? How does "_____" work for you?  <i>* This only works if calling at weird times (NOT at the top of the hour or 1/2 hour mark)</i> That's interesting, I've never had a meeting start at the "37 minute" mark.
We have everything we need.	That's fantastic. What do you like about your current solution? <i>(get them talking about the solution and they will eventually tell you what they don't like.)</i>



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Objection	Response
Our budgets are frozen.	That's exactly why I am calling and why I believe ____ can help create more opportunities with the same budget. <i>(Then incorporate a customer story about the same situation.)</i>
Can you just email me the information?	Absolutely happy to. To ensure I don't waste your time in sending you irrelevant information, can I ask you a couple of questions to clarify what I should be sending you?
I'm not the decision maker.	That's okay. I actually called you for a reason. When I speak with individuals in similar roles, they are the most impacted by our solution. Can we chat real quick to see if bringing this to the rest of your team makes sense?
I don't have the time.	I completely understand. It must be pretty difficult to keep up with {pain points}. Are you available at this on ____ (day) at ____ (time)?



# OVERCOME THE MOST COMMON OBJECTIONS



Objection	Response
I need to check with my boss.	That's great. Is your boss ____ (you should know this)? Let's plan to reconnect on ____ (day) at ____ (time) after you've had a chance to chat with them.
Reach back in 6 weeks.	I understand it is a bad time, and I'll be glad to reach back out. However, I would still like to set up a quick call to demonstrate how we can help _____. This way, if we are not the best fit, we don't have to worry about me chasing you in six weeks.
How did you get my name / number?	Great question. We use _____ tool to get contact information for people who benefit from exploring _____ technology
How did you get my name / number?	Which is exactly why I'm calling. We're relatively new to the space and introducing fellow _____ leaders like yourself to help you overcome _____ problems





**ABSTRAKT**

[sales@abstrakt.ai](mailto:sales@abstrakt.ai)

