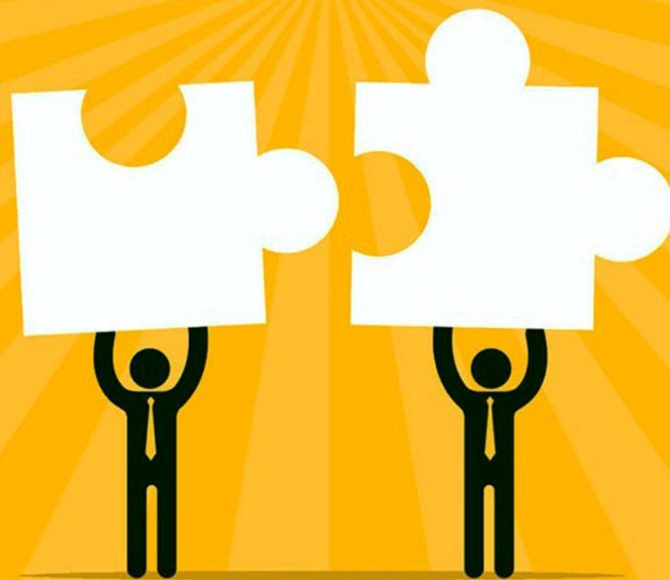




**A SALES
CONSULTANT'S
GUIDE TO**

OVERCOMING OBJECTIONS

(YOURS & THEIRS)



JASON CUTTER

A SALES CONSULTANT'S GUIDE TO OVERCOMING OBJECTIONS (YOURS & THEIRS)

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FREE OFFER

As a way of saying thank you reading this book, I'd like to offer you a free bonus one-page guide to help you Overcome Objections. The Overcoming Objections Guide was designed to be printed and put up near where you work to serve as a visual reminder and summary of what we cover in this book. Keeping the main points for Overcoming Objections front and center will hopefully help you close more sales.

You can download the free Overcoming Objections Guide here:

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CONTENTS

| | |
|--|----|
| WHO THE HECK IS JASON?..... | 5 |
| INTRODUCTION | 7 |
| SECTION 1: WHY OBJECTIONS HAPPEN..... | 8 |
| SECTION 2: HELPING YOUR PROSPECTS FEEL SAFE..... | 10 |
| WHAT TYPE OF ISSUE DO THEY HAVE? | 10 |
| CONCERNS | 11 |
| OBJECTIONS..... | 12 |
| SECTION 3 : HOW TO HANDLE OBJECTIONS | 13 |
| KEEP IT SIMPLE | 13 |
| NO PAUSING | 14 |
| STRATEGY: RETURN TO QUESTION..... | 15 |
| STRATEGY: EMPATHETIC REVERSING..... | 16 |
| SUMMARY | 19 |
| WHAT ABOUT ME? | 20 |
| NOW WHAT?..... | 23 |

WHO THE HECK IS JASON?



Who am I, why did I write this book, and why would you want to read it?

I was not destined to be a sales professional. My early life and personality are not those that anyone would consider to lead to the makings of a highly effective persuader and closer.

Growing up as an only child, I had a mom in banking and finance and a dad in engineering and project management. That means I had two analytical parents. Turns out my mom was also “anti-sales” based on experiences she had working at companies, watching what the sales reps did to customers and what they said about those customers after they left the store. On top of that, I was shy, awkward, and a late bloomer who didn’t fit in and ended up being bullied.

Thus, I was not a huge fan of *people*. My first job, other than delivering newspapers, was washing dishes at a restaurant. I just wanted to stay behind the scenes. My first retail job was at a pet store, in the tropical fish section. I liked fish, but I tolerated the people part. Then I went to college to earn my degree in marine biology, focusing on sharks.

I understood sharks way better than I did people. As I say all the time, sharks are simple—they have one thing on their mind and go in one direction. As long as you stay away from the *business end*, sharks are easy. People, on the other hand...!

Then, as you have guessed, life took me on a winding road to when I got my first sales job at age twenty-seven. I didn’t even realize I was using persuasion, I just thought I was helping people get a mortgage. I was a much better Order Taker and sales operations guy. I spent the better part of the next eighteen years in sales leadership roles and then my consulting company.

I never wanted to be in sales. I didn't play Store when I was a kid, pretending to sell my stuff to my toys, or even sell stuff to other kids. But after being in sales for so long, I realized a few things:

1. When done right, sales is all about service to the prospect.
2. Anyone can become great at sales if they choose.

Unfortunately, most people are like me—they fell into sales; they weren't planning on being a salesperson to earn a living. Even more unfortunate, and true, is that most people in sales don't receive adequate training, coaching, and mentorship. They are left to figure it out on their own.

That's what happened to me. And it was rough.

My guess is that is what happened to you as well.

Or maybe you are here, reading this, because you received training and want to brush up on your skills.

I wrote this book because it is exactly the kind of tool I wish I'd had eighteen years ago when I was starting out. If I'd had this type of guidance, I can only imagine how many lost deals I could have avoided. How many more people could I have helped? How much more money could I have made?

I wrote this book for you. How do I know that, considering we have never met? Because everything in life is sales, even if you don't have sales in your job title or description. Every relationship, and most interactions, involve some persuading. When persuasion happens, there will be objections.

This book is your guide if you want to learn how to sell at a more effective level. One big hurdle is handling objections. If you have ever had a prospect, friend, significant other, family member, or stranger ask you a question, raise a concern, or make an objection and you weren't able to persuade them to move forward with your ideas or plan, then I am excited for you. This will be a fun, valuable, objection-handling manual for you!

INTRODUCTION

If there are two universal truths when it comes to a sales career, they are:

1. Once you master the art and science of sales and persuasion, you can take that with you into any other sales career.
2. You will face rejection more times than you will success.

This second truth is why most people do not want to enter a sales career. Being told no, getting confronted with negative objections, and the unpredictable up and down swings of being in sales are too tough. The select portion of the population that understands how to handle the negative with the right perspective and mindset realizes that the successful feeling and the experiences that come from helping the right prospective clients buy make it all worth it.

A highly skilled sales professional could potentially convert 40 percent of their prospects into clients. Of course, some people can close a higher percentage, but that is the result of either really good, specific marketing, inbound referrals, or using manipulation to push more people into buying.

If you sell something that is not for everyone—meaning there are people who qualify or would benefit from your product/service, and there are people for whom it is not a good fit, who won't get value from it, or who won't use it, then your closing effectiveness should never be really high.

And at the other end, if your closing effectiveness is too low, you are missing opportunities to move the right buyers forward. Most likely, and this might sting a little, you are more of an Order Taker than a sales professional.

It's okay if you are an Order Taker; it's most likely not your fault. You might have fallen into sales like most people do (and like I did), and once there, you probably didn't get very good training, and in the role, you may not have much coaching or leadership modeling for how to succeed like a professional.

One area that gets in the way of salespeople's success, especially for Order Takers, is handling objections. Specifically, the challenge of overcoming those objections, questions, and issues that come up so you can move the sales conversation toward its close. In this book, I will share why objections happen and ways you can handle them more effectively. Of course, many books and courses focus on just handling objections, so this book won't be covering everything you need to know, but my goal for you is that after you are done reading it, you can put some fundamental principles into action to improve your selling effectiveness.

SECTION 1

WHY OBJECTIONS HAPPEN



Why objections or issues come up from your potential clients is universal. There is one reason. How can I say that without knowing your specific industry, listening to your conversations, or understanding your prospects?

Because, as much as it seems everyone is different and people are unpredictable, at the deepest level, we are all same.

Objections happen because of fear.

Specifically, the fear of change.

Fear of the unknown.

Fear of What If.

When we are born, we come with only two fears: fear of loud noises and fear of falling. Which makes sense as an infant who can't take care of itself.

Even once we can move around on our own, being born with those two fears helps keep us alive long enough.

To really understand fears, it's best to go back a bit in our history...a few tens of thousands of years...to when we lived in caves, or in makeshift shelters out in the wild, where there were animals that could kill us as well as mistakes that could lead to our death.

Eating the wrong berry could result in food poisoning that might kill us. Falling out of a tree while trying to pick some fruit could cause us to break our arm, leading to a life-ending infection. Back then, there was no medicine, no emergency room, and no government ensuring safe food packaging or labeling.

Our best bet was to stick to what we knew, since it hadn't killed us yet. That is where we prefer to be—in our comfort zone. In the known, and weary of the unknown.

Fast forward to right now in our world when there is way less to actually be afraid of. Most people aren't worried about being hunted down by a saber-toothed tiger, or accidentally eating the wrong foods. Yet, this legacy fear of change still exists. Some people literally won't try new restaurants, don't like traveling to a new city, and focus on their same, known routines to provide that mental comfort.

Then they meet you. You want to sell them something. You want to help them buy your product/service. This transaction requires change.

How do I know this?

If it didn't, they wouldn't need a salesperson. They would just need an Order Taker, a customer service representative, or they could order it online. If there is a decision to be made, and fit and value to be determined, they need your help.

And that help, unfortunately, means if they say "Yes" it will equal change.

And change = death.

Or at least the potential for death.

Your sales success will be dependent on your ability to help overcome your prospect's fear of change.

Now, you might be saying, "But Jason, not all of my prospects fear change!"

You are absolutely correct. Some people have a low level of fear when it comes to change. This group is generally classified as Early Adopters. They are the ones who look forward to camping out in front of the store for hours/days to be one of the first to buy that new phone. It could turn out to be a crappy phone, but they still must have it and don't care about the potential downsides.

In sales, these people might be referred to as Lay Downs. They raise no real objections. Their biggest fear might be not staying ahead of the herd. They are the easy sales.

The challenge is that they represent a small percentage of the population, so they are not enough to build a successful (or even quota meeting) sales career on. Order takers who rely on these easy sales will still be closing deals, but they will have a low closing percentage. And their time in sales could be short-lived.

SECTION 2

HELPING YOUR PROSPECTS FEEL SAFE



To be successful in a selling career that is built around persuasion over order taking requires you to help your prospects feel SAFE (Successful At Fear Elimination). The only thing getting in the way of them purchasing from you is fear. That fear of change, fear of making a mistake, looking bad, or getting embarrassed is what they are worried about at a deeper level. So, your job is simple—help them feel SAFE.

WHAT TYPE OF ISSUE DO THEY HAVE?

During a sales conversation, the prospective buyer will bring up questions. Most salespeople handle these questions all in the same way without identifying the intent behind the questions. Inquiries fall into three main categories, and how you respond to each should be totally different and will affect your selling effectiveness.

The types of inquiries are: questions, concerns, and objections. Let's briefly look at each one.

Questions: A question is where the potential customer wants to know more information. It could be about how a feature works or wanting to know more data. These are generally surface level questions and could be asked either just out of curiosity or to check off mental boxes. Unfortunately, I see most salespeople default to thinking a question is an objection, so they go into objection handling and rebuttal mode and overexplain (potentially making things worse in the prospect's mind).

Why do these questions occur? The most common trigger is someone is wanting to cover their mental bases for a future point after the purchase. Because the mind wants to keep us safe at all times, and buying something new equals change and the potential for (mental and/or physical) harm, one scenario that occurs for everyone who buys something is that at some point they will share the story of their purchase with another person.

In that moment, they will want to justify why they made the right buying decision. Most people want to make a purchase based on an emotional decision they have made in their mind, and they begin the process of justifying it intellectually.

We have all been there. We bought something and were excited, thinking it was a great buy. Then we chat with our parents, a significant other, our adult children, or a friend who asks some questions and finds fault with our decision.

For example, you just bought a new car and you can't wait to show it to everyone you know. You are beaming with pride and would sleep in the car if you could, you are that excited. Then you show it to your coworker, who asks how much you paid. When you tell them, they instantly tell you that you overpaid, that you could have gotten a better deal somewhere else, that you got ripped off, or you got an extended warranty you didn't need.

Now you start to doubt your decision-making ability regarding this purchase, and maybe others. You don't want to share with others the new car, or if you do and someone asks what you paid, you don't want to tell them. You don't want to feel embarrassed again for messing up.

If this happens to someone, the next time they go into a buying situation, they will have a mental checklist of questions they want to ask. Not always because they care about the features, or data, or terms, but because they want to collect that data and check those boxes. They want to arm themselves with the answers to the questions others will ask them so they can justify their decision as being the correct one, avoid feeling embarrassed or wrong, and protect their ego against harm. Having a prospective buyer ask "How do I know I am getting a good price?" should be treated like a question, not an objection.

CONCERNS

The next level of prospect questioning is a concern. This is when the prospective buyer is potentially worried about something, but not enough for it to be a hard stop topic. If you can overcome the concern easily and simply, providing enough safety and support, they will be okay with moving forward.

OBJECTIONS

The final level is an objection. In my experience, an objection is when someone is holding up their hand (mentally) and saying stop. There is something they object to, usually related to price, fees, terms and conditions, requirements, or restrictions. This objection is more than a mental checklist item; it is a topic that if not addressed completely, could lead to the premature end of the buying process.

If those are the types of inquiries that occur, how do you identify what your prospect just brought up? The nice thing is you don't have to worry about having some kind of superpower that detects the level of fear in your prospects. You just have to deal with the inquiry in one particular way

SECTION 3

HOW TO HANDLE OBJECTIONS



Most salespeople are taught to see everything as an “objection” and then go into defensive, objection handling, rebuttal mode like it’s a debate that needs to be won. If it is a true objection, then that mode is exactly what is needed.

But if it’s just a question or a concern, then hitting the prospective buyer with everything you have in your rebuttal arsenal will be overkill and most likely lead to more harm than good. When you over-rebut (meaning you provide more argument than necessary in that moment), you can actually cause the other person, like your prospect, to become more worried and raise their walls up higher.

Subconsciously, they will sense you are nervous, worried, or being defensive, which is why you are throwing a lot of unnecessary information their way. It will trigger them to become more defensive. I have even witnessed this inappropriate rebuttal response kill sales that could have otherwise been closed.

KEEP IT SIMPLE

The first key is to fight that instinct to jump in with both barrels of response. Stop trying to kill an ant with a shotgun. The way to keep your verbal barrage under control is always to start with the shortest response possible to the topic they bring up. Most of the time when the prospect brings up a question, there is a simple answer, maybe even as basic as yes or no.

Example questions:

- “Is there a fee?” Yes
- “Do I have to sign a contract?” Yes
- “Will you do a credit check?” No
- “Can I cancel if I am not happy?” Yes
- “How long do I have to return it if I don’t like it?” 30 days

Super simple.

Yes. No. Maybe. 30 Days. Depends. Let's Find Out.

All really good, and appropriate responses.

You see, the key is to differentiate yourself from what the prospective buyer is worried about—they are expecting that when they present a question to a salesperson, they will get a bunch of persuasion and/or manipulation monologues thrown at them, so they have to keep their defenses up. You, on the other hand, are different. You are on the way to becoming an Authentic Persuader. You don't need to use every trick in the book when someone asks a question.

You can just provide a simple response, with confidence, and then move forward. The focus must be on that simple response the first time they ask a given question. Imagine a trip to the DMV (Department of Motor Vehicles) or any government office. When you ask "Do I need to fill out this form?" or "Is there a fee for registering my car?" the person behind the counter doesn't go on a verbal escapade about how great it will be once you fill out the form to justify the fee or distract you from your concerns. They just say "Yes" whether it's about fees, forms, or waiting in the terrible line.

Your goal is to have your prospective customer see you as someone who is providing a service, helping them enroll, and not like a salesperson they should fear. Professionals answer questions with the correct amount of response. No more and no less.

NO PAUSING

Most people's tendency, as an act of courtesy, is when someone asks a question, they answer and then pause. That pause allows the other person to absorb the answer and ask any follow-up questions. Maybe we pause as a result of watching or listening to interviews where someone is asking the questions and the other person is answering them, or watching a courtroom scene where it is completely one-sided between the attorney and the person on the stand. We are conditioned to answer and pause.

Unfortunately, when it comes to sales, that pause is a terrible habit that makes closing deals way harder than it needs to be for a lot of salespeople. This is the easiest trait of the Order Taker to identify when I listen to calls or sit in on meetings. Again, pausing is a nice, courteous thing to do. But please stop doing it. Don't pause.

Why is pausing so bad? Because it signals to the prospect that they are still in control. It is universally true that the person asking questions is in control. Your prospect hit you with a question that you answered. In that pause, they will think of another question, and you have left the space for them to do that. You are on a slippery slope where, if you are not careful, you will lose all control of the conversation and any chance of closing that sale. They will retreat into their comfort zone, in their fears, and want to stay safe by not buying.

I am not exaggerating—if there is one thing to stop doing that will dramatically improve your closing effectiveness, it is to recognize whether you are putting in that (death) pause after you answer questions. If you have got into that habit, stop doing it.

STRATEGY: RETURN TO QUESTION

Based on your desire to improve your selling skills, let's talk about what to do in place of pausing. Since we know pausing is ineffective, the first option is to address your prospect's concern in a satisfactory way, and then pick up where you left off.

I call it "Return to Question" because most of the time, objections come up in response to a question you ask the prospect. Sometimes they come up during your monologue, but generally, it's when you are pushing the prospect for information, which triggers their fear of change or lack of trust. Your questions are like poking a stick at their comfort zone bubble. That is when they will get a little defensive (or sometimes really, really defensive), avoid answering, and ask you a question back.

Here is an example of what the interaction and pause look like:

You: Would you like to put this on a debit card or credit card?

Prospect: [Realizing this transaction is getting real.] Can I cancel if I am not happy with it?

You: Yes, you can cancel at any time. [Answer provided, talking stopped, pause initiated.]

Prospect: What are my options for canceling?

You: If you want to cancel, you can either call our customer service team or make the request in writing. Just make sure you do it five days before your billing date or the payment will go through anyway, and you will then need to wait for a refund. [Answered. Stopped. Paused.]

Prospect: Do you have a way I can try it out before signing up?

You: [Continue to answer questions; keep pausing after each one.]

Prospect: [Continues to ask questions]

Remember, the person asking questions is in control. When the prospect hits you with an objection or issue, they are grasping for control. They are trying to determine whether it's safe to proceed. Your strategy is to address their question, concern, or need for information, and then return to the question you had asked.

Here is what a more effective way looks like:

You: Would you like to put this on a debit card or credit card?

Prospect: [Realizing this transaction is getting real.] Can I cancel if I am not happy with it?

You: Yes, you can cancel at any time. Did you want to use a debit or credit card?

Most reps would have answered the question and then paused. Instead, you can see you don't want to pause. You want to Return to Question. You were asking a question; they ignored it and asked their question. Answer their question, return to your question, and don't pause.

STRATEGY: EMPATHETIC REVERSING

Now, before we get into the next strategy, let's chat about what happens when what they ask is more than just a question. How do you identify if it's a question, concern, or objection? They will let you know. The great part about keeping your initial answer short, sweet, to the point, and then returning to your question instead of pausing is that it will handle the questions and potentially the concerns. But if the prospect sees it as an objection, they will hit you with another question or ask you the same thing again. That is your indicator that they weren't satisfied with the response you gave.

And that is great news—because you can now take it to a deeper level of response. If you overexplain upon their initial question, you could do more harm than good. If you underexplain and they are unsatisfied, they will usually let you know. (Note: Of course, some people will be more passive about their lack of satisfaction with your answer and not want to move forward, which you can usually detect when you listen closely to what is said and not said, because you can hear their tone change. That is your indication to probe into what they are thinking.)

Let's get into what to do if they bring up the same question again. Traditional sales training might tell you to use a tactic called "reversing," which is the act of answering a question with a question. In the above example, you might have been trained to say, "Why would you want to cancel?" Sometimes this will work, but if you use reversing (not answering their questions but just asking a new question instead) every time, it will annoy the prospect—and it usually comes across as confrontational or passive-aggressive. Rarely does using reversing as the main objection-handling tactic produce long-term sales success. Usually, it just triggers the prospect to put up bigger walls and retreat further into the safety of their comfort zone.

However, I have used a modified form of reversing for years and found it very effective in certain situations. I call it "Empathetic Reversing." It is a deeper-level approach to take when met with a question or concern. Let's look at how to use it by revisiting our previous example, picking up where we left off:

You: Yes, you can cancel at any time. Did you want to use a debit or credit card?

Prospect: So, what is the process for canceling if I am unhappy?

(Notice that the prospect still isn't answering the question—a huge red flag that what they are asking about is a hot button issue for them.)

You: If you want to cancel, you can either write to us or call our customer service team. Just make sure you do it five days before your billing date or the payment will go through anyway, and you will need to wait for a refund. *Let me ask you, why are you concerned about canceling?*

Prospect: I signed up with a program like this last year, and they didn't do what they said they would. Then, when I went to cancel, it was a pain in the butt. I want to make sure that if this doesn't work, I can get out of it easily.

A lot actually occurred in this short back and forth, so let's dissect it. First, notice that the prospect didn't answer the question a second time. Again, that is a sign that the issue is important to them. Often, people ask questions out of curiosity or to mentally check a box. Then, at the other end of the spectrum are the burning concerns that could be deal-breakers if the prospect doesn't trust you, your company, or the product/service. Asking a second time about the same issue should prompt you to shift from using Return to Question to Empathetic Reversing.

Next, notice that the response became about addressing the concern a second, deeper time, but with a twist. You can see that the second response ended with, "Let me ask you, why are you concerned about canceling?"

This is the Empathetic Reversing part because it's not just about answering a question with a question—you give them an answer, but then you ask why it's important to them. The key difference is that you actually care (the empathy part) about why they are concerned. You want to know the deeper reason, instead of just throwing back the response you were trained to use.

The other vital key is in how you say the last part, which is why I call it Empathetic Reversing. Many salespeople will ask in a defensive, combative way. When they do that, they might win the mental/emotional battle, but they will always lose the war (sale). Instead, you need to speak from a place of actually caring about the other person. (For fun, practice the above dialogue in your mind, first in a caring way, then in a defensive “salesy” way to hear how well it can and cannot work.)

The end result of Empathetic Reversing should be you learning something you wouldn't have found out if you hadn't asked the second part. That piece of information is what you are after. It will allow you to address their real fear, usually based on something negative that happened to them, or someone they know. If you can help them feel comfortable with your solution, provide evidence that they can trust your company, or ensure they fully understand their options, you will have a much more solid deal. And if you use Return to Question and Empathetic Reversing, you will have almost fully graduated from Order Taker to Authentic Persuader and Quota Breaker!

SUMMARY

Here is what I know from my experiences as well as seeing hundreds of salespeople interact with prospective customers—how you handle questions and objections that come up is a key determinant of whether a sales career will be successful. What we just covered will help you in almost any sales situation. You need to have appropriate responses that help answer prospective buyers' questions or overcome their objections. Now you can see how to structure those responses in such a way that you have a tiered response and strategy when questions come up.

Remember to always start with the absolutely simplest answer possible. The shorter the answer, the less like a salesperson you will feel to them. Receiving unnecessarily long-winded answers will trigger most people to become anxious and potentially defensive. That is the last thing you want to trigger in your prospective customers. You want them to feel confident that you are there to help them, not trick or manipulate them.

After you answer, avoid that death pause and Return to Question or go back to wherever you were in your process. If they weren't totally satisfied with your response, indicating that you either didn't do a good-enough job addressing it, or their question is actually a concern or objection, they will let you know by asking it again or in a similar way. That is your indication to jump to Empathetic Reversing to identify the source of the concern. Once you know the source, you can respond in an appropriate way.

Always keep in mind that your prospect is afraid. They are afraid of change, of making a mistake, of looking bad, of failure. If they weren't afraid, they would have ordered it online or called instantly, asking to buy. That they are interacting with you and going through your process indicates that they haven't decided. Overcoming questions, concerns, and/or objections doesn't have to be hard, so don't make it more difficult than it needs to be. When they raise a question, treat it as such. Don't assume you have to go into objection-handle-rebuttal-battle mode. Focus on helping them get past their fears and you will close more sales.

WHAT ABOUT ME?

There is one more thing I know about salespeople, especially if they are struggling with handling objections effectively—they generally want things to be about them. To be fair, that goes for most humans. Most of us, when left to our default, are self-centered. It's only natural. Eons ago, the only person who controlled our survival was ourselves. Yes, we have pretty much been a tribal, communal species for our entire existence, yet at the end of the day, we want what we want, and it is up to us to make things happen in our life and to protect ourselves from harm.

We see the world through our individual lens of experiences, likes, dislikes, and biases. In positive ways, this is what makes each of us unique and brings so much diversity to the world. Imagine if everyone saw the world in the same way—there would be only one type of art, one sport, one way to be successful, and one definition of happiness.

Why am I bringing this up in a book about handling objections? Because by the time you enter your selling role, you have had your own experiences, your own successes and failures as a customer and in relationships, and you have made conscious and subconscious preferences about the right and wrong way to function with others. If you are not aware of it, you will bring with you that baggage into your sales career.

Included in that mental baggage will be how you like to buy and the things a salesperson does that turns you off. It is based on what happened to you that you didn't like, or a transaction you were unhappy with afterwards. It could also be handed down to you.

Growing up, my view of salespeople was shaped by my mom. Her first job after high school was in the back office of a retail furniture store. She saw what the salespeople were doing to customers (fees, financing, high prices) and heard what they said about customers after they left. When I was a kid, she went to work at a bank branch and moved up to manager. As a result, she saw more examples of what happened to people who interacted with ill-intentioned salespeople.

I basically grew up in what I would refer to as an “anti-sales” household. Having to deal with a salesperson meant keeping your guard up. I had no plan or desire to get into sales—especially not with that view of that type of role.

Mix in my analytical side and personality type and for me the biggest fear when making a purchase decision is messing up. Buying something I shouldn't have, overpaying, getting screwed over, and being embarrassed or ridiculed by others were all to be avoided at all costs. That means as a customer, I want all the facts, figures, and information to make my decision without any pressure from a salesperson.

Do you want to guess what happened when I entered my first sales role at age twenty-seven? Yup, I followed the Golden Rule—I treated others like I wanted to be treated. That is a positive thing when it comes to respect, empathy, concern, and service. But not a good thing when I subconsciously assumed everyone bought like I did. So, I provided prospective customers with lots of facts, figures, spreadsheets, and space to make decisions. I put my bias on them, complete with fears based on previous, negative experiences.

Most salespeople I have seen are bringing some buyer baggage with them. I bet if you step back and examine how you sell and the why behind what you say and do, it will include some of your own biases.

I won't go into all the ways that limiting beliefs show up—you can identify yours (go to www.VoxWithJason.com if you want my help). The main reason I bring all this up is that when your prospects bring up questions, concerns, or objections that you actually agree with as a buyer, such as not paying fees, not agreeing to twelve-month contracts, or not giving out your personal information over the phone, then you will struggle with helping them overcome that roadblock.

Since you agree with them, at a conscious and/or subconscious level, you won't be effective at moving them past it. You might offer a response, but anyone listening in will hear that you don't really mean it. I have also seen salespeople who straight up respond, "I agree; I don't like signing contracts either."

The subtle, silent killer of being a professional at handling objections can often be your own biases showing up. I recommend you take some time to reflect on your buying behavior and experiences, and how they show up in your sales career. If you struggle with that process, have someone listen to your conversations because they can usually identify the baggage you're bringing in with you.

GUIDE

Don't forget to get your Overcoming Objections Guide. Click the link below, get access to the Guide PDF, print it and put it where you spend your time selling so it can serve as a reminder of the Overcoming Objections principals we covered here.

You can download the free Overcoming Objections Guide here:

<http://www.sellingeffectiveness.com/guides>

DOWNLOAD NOW

NOW WHAT?

So you are now armed with a winning strategy and mindset for when you are faced with questions, concerns, or objections. You know how to maneuver through this part of the sales conversation.

You are no longer afraid of your prospect's objections because you realize where they are coming from.

Like any new skill you read about and then want to apply, here are my suggested action steps for you to take before jumping into your next sales conversation. You want to make sure you do a little more prep; otherwise, what you learned here won't work as well. (And I don't want you to get upset with me and say, "Jason, your objection handling ideas didn't work!")

1. Write out notes from what we covered in this book. Don't just read it and assume you will get it all locked into usable memory—especially in the heat of battle.
2. Create a list of the questions you are most likely to get or usually get, as well as concerns and objections. Then write out the simplest form of an answer. Remember, the goal is always one-word or super-short answers to start.
3. Remembering that objections are usually triggered due to a lack of trust, what can you build into your sales process to create trust as you go?
4. If possible, get recordings of your conversations or have someone sit in and listen so you can determine if you are pausing at the wrong times, which could be leading to even more questions and objections.
5. Think back (or look through your notes/CRM)—are there any patterns of questions or objections you get frequently? Is there any way you are doing something to trigger those to happen more often? Are there issues you have as a customer that you are bringing to your sales conversations?

That might seem like a lot of effort—it is. But if your goal is to persuade like a professional, then it's important to work on how you handle objections or do your best to avoid them in the first place.

If you would rather get help with this process—a deeper level of guidance and coaching to improve in this or any area of your selling effectiveness—and/or you are looking for a mentor to help you get to the next level in your sales career, check out my sales mentoring program: <http://www.voxwithjason.com/>.

You can also check out these resources to help you become an Authentic Persuader:

- Read: [Selling With Authentic Persuasion: Transform from Order Taker to Quota Breaker](http://www.authenticpersuasion.com/) – <http://www.authenticpersuasion.com/>
- Listen: Authentic Persuasion Show [podcast](#)
- Watch: [YouTube Channel](#)
- Follow: LinkedIn where I post lots of sales and marketing related content – <https://www.linkedin.com/in/jascut>

And if you want to see everything I have available to support salespeople and teams/organizations with optimizing their selling effectiveness, go to <http://www.sellingeffectiveness.com/>.

Lastly, thank you! Lots of people talk about wanting to improve their skills. They list off big goals or financial milestones they want to achieve. But most of them are all talk and no action. By reading this book, and making it to the end, you have proven that you are different. I appreciate you for taking action. And I thank you for being on the path to becoming an Authentic Persuader who is helping to shift the way sales is done.

Your Friend,

A handwritten signature in black ink, consisting of a large, stylized loop followed by a horizontal line extending to the right.