



Handling Objections Properly

Accelerator Tip Sheet

Why do people give objections?

- 1) They don't **like** you.
- 2) They don't **trust** you.
- 3) They don't **see value**.

Focus on being a great salesperson!

- ✓ Do a great job during your sales presentation.
- ✓ Build trust & engagement from the very beginning.
- ✓ Spend a lot of time on uncovering challenges and providing solutions.

I've found the **best way** is to address potential objections before they come up.

Addressing the elephant in the room before it shows up is always best.

- People are apprehensive by nature when it comes to being “sold”, so it makes sense to put them in a positive environment if possible.
- Alleviating someone else’s concerns before they have a chance to worry about them will give you the best chance to make a sale.

4 Tips on Handling Objections More Effectively:

1. Pause
2. No Monologue
3. Use Questions
4. Save Price for Last

- If you respond quickly and try to “solve” the problem, you may be solving the wrong one.
- An objection isn't always the real reason someone doesn't want to buy from you.
- It's a small step that will avoid misunderstandings and will clarify exactly what your customer is thinking about.