

Objection Handling Cheat Sheet

S Summary

Phase 1: Understanding Objections

Phase 2: The Most Common Objections in Sales

Phase 3: How to Overcome these Objections

1 Understanding Objections

“Treat objections as requests for further information”

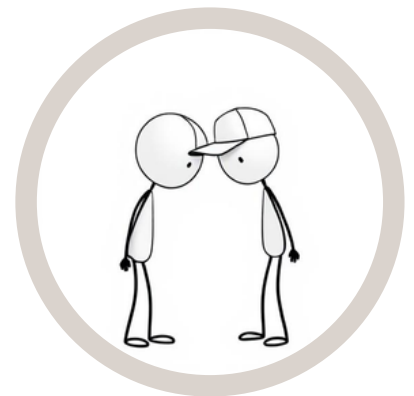
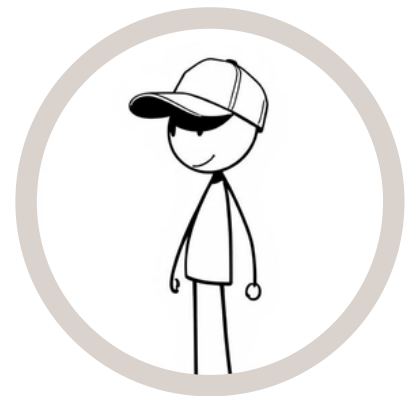
– Brian Tracy

If you want to master objection handling it's crucial you understand the psychology behind why people buy and do not.

The psychology of buying can be summarized in this statement: “People buy with emotion, and justify with logic.”

Knowing this, we can understand that when someone hits you with whatever common excuse for why they can't purchase, you can instantly assume there is not enough emotion created for why they need this now.

Your job is to create urgency, value, trust, and motive for the customer to take action today. Objections are opportunities to build these critical emotions with the customer. Treat it as such. Don't give up too quick just because they say “I'm not interested.”



2 The Most Common Objections in Sales



No matter your industry, there is a list of common objections you will hear. These objections can seem insurmountable. However, for the prepared student you come to realize it's just a matter of practice and knowing what to say.

It's like fishing. To be successful you need to adapt to the depth and bait preference of the fish. Just because you have a worm in the water, doesn't mean that's what they're going after. Come prepared with a tackle box full of responses and counters to give yourself the best chance of hooking them into your net.



The most common objections you will hear on the doors include:



I Already Have a Company	Do It Myself	Talk to My Spouse
Not Interested	Too Expensive	I Don't Like Contracts
Let Me Think About It	I'm Busy	Leave Me Your Card
Not Seeing a Problem	No Soliciting	Let Me Do My Research

3 How to Overcome these Objections

I Already Have a Company

- "I'm glad to hear it. **Who do you use?**"
- "Big company. **How long have you been with them?**"
- "Awesome. And **correct me if I'm wrong** but when they come out they spray the inside, outside, and come back when you call. Is that right? Is there anything else they do I'm missing?"
- "Great. **That's exactly why I'm here.** When you first hired them what were you seeing?"



Do it Myself

- "Right on. You got to do something here. What do you see here?"
- "Got it. And when was the last time you had a professional service to break down the egg cycle?"
- "No worries. Most folks here were in the same boat. What they liked is that we added more coverage to get to the source of those bugs. What I mean by that is..."



Talk to My Spouse

- "For sure. Let's talk to her real quick."
- "Absolutely! We're here to kill your bugs, not your relationship."
- "For sure. And honestly I'm assuming your wife doesn't love the bugs, right? Got it, let's make this a no brainer for you then (price drop or add-on)."





Not Interested

- "Ok. Who do you currently have setup?"
- "I understand. Just so you now what I'm doing here."

Too Expensive

- "Let's set price aside. How does the service sound?"
- "I hear you. The best services are often more expensive."
- "If I was able to lower the price, would you be willing to give us a shot? "



I Don't Like Contracts

- "Totally get it. What's nice is you aren't paying for a one-time service. You get year round coverage."
- "The reason you're concerned about the contract is what happens if we suck, right? Good news is we don't. As a matter of fact we guarantee your 100% satisfaction or we'll come back for free."



Let Me Think About It

- "For sure. Let's think about it. Since you're seeing..."
- "When I hear this it's usually for 1 of 2 reasons. You feel bad telling me no, or there's a concern we haven't addressed. Which is it for you?"

I'm Busy

- "No worries, I'll be super quick. Just so you know..."
- "Got it. I won't keep you long. Quick question: do you know Jack on the corner?"
- "Wow, I can tell you're busy. Tell you what I can come back in 20 minutes or I can just see if you even qualify for what I'm doing for your neighbors today. Which do you prefer?"



Leave me Your Card

- "Absolutely. I'll give it to you at the end."
- "I ran out of cards, but I can send you info to your email. What's a good email for you?"
- I can give you my number but the discount is only good until I fill up the schedule, and I only have a few spots left.



Not Seeing a Problem

- "For sure, not inside. Outside what do you normally get around here?"
- "No worries, if you already had an infestation you would have called me, right? No, we're getting everyone setup on a group special because you remember how it was last year. What did you guys notice last year?"



No Soliciting

- "I apologize. We can be worse than the bugs. Just letting you know..."
- "Don't worry I'm not (other D2D industry/solar). Just your local bug service. We're servicing Luke's house, while I'm close we're running a group special."
- "I'll be out of your hair, just checking to see who you use for (service/pest control)?"



Let me Do my Research

- "Glad you said that. Let me show you our reviews."
- "For sure, have you compared companies before?"
- "I'm guessing you just want to make sure you're getting a good deal, right? Let me do this for you..."

