



# **Sales Mastery Series** WITH **TOM HOPKINS**

## **Handling Objections**

### **I. Reasons people don't invest in your product or service**

A. A condition — a valid reason for not going ahead.

- 1.
- 2.

B. A concern — an invalid reason for not going ahead.

### **II. The three main sources of concerns**

- 1.
- 2.
- 3.

### **III. Six steps to addressing areas of concern**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

## IV. Sharp angle

If the concern is whether or not you can fulfill a particular need, don't just answer it. Test whether or not they're ready to make a decision.

**Example:** The concern is the delivery date.  
"Can you have it here by the 10th?"

**Sharp angle phraseology:** "If I could guarantee delivery by the 10th, are you prepared to approve the paperwork today?"

## V. Common concerns

### A. "It costs too much."

*Phraseology:* "Today, most things do. Could you help me by elaborating? How much too much do you think it is?"

**B. "We like the competition."** — Use the history readback method to earn the right to give a presentation when they are happy with their current supplier. You need to find out what was behind their decision to go with that supplier in the first place.

1. "John, what type of (product or service) do you have now?"

2. "What did you have previously?"

3. "How long have you been with them?"

4a. (Business) "Mr. Johnson, since you're in a position of authority here, I assume you did a lot of research before making the decision to go with that brand?"

4b. (Personal) "John, Mary, since this is important to you, I assume you did a lot of research before making the decision to go with them?"

5. "Do you feel the benefits you received from making the change back then have been a plus for you?"

6. "If you received all these benefits from making a previous change, don't you think you deserve to explore all the benefits you might get from making another change now?"

**C. “We can get it cheaper somewhere else.”**

*Phraseology:* “You know, I’ve learned something over the years. People look for three things when they spend money. They look for the finest quality, the best service, and of course, the lowest investment. I’ve also found that no company can offer all three. They can’t offer the finest quality, the best service and the lowest investment and I’m curious, for your long term happiness which, of the three would you be most willing to give up? Fine quality? Excellent service? Or, the lowest investment?”