

Objections

ONCE WE HAVE IDENTIFIED WHAT motivates or inspires our prospect (it could be multiple items), we want to identify objections. It is during the probing phase that we squash objections, not during the addressing phase. Waiting until making the sale to uncover objections is one of the most common mistakes sales and customer service reps make. In fact, most reps don't even try to uncover objections; rather, they wait for the prospect to bring them up, which often surprises the rep. The result? No sale and sometimes a damaged relationship.

The only other person I know of who teaches to objection handle during probing, colleague Jay Hughes, puts it best: "If you're on the bomb squad, your job is to diffuse the bomb *before* it goes off."

Again, there are staple questions we can have in our quiver to whip out to identify objections:

Chiropractor: "What are the top three obstacles to you getting treatment?"

Car Salesperson: "What are the three things you can't have in a car?"

Car Salesperson: "What has soured you on buying a car in the past, if anything?"

College Admissions Rep: "What concerns do you have about the school?"

College Admissions Rep: "What other schools have you visited . . . ? In what areas do you feel they are stronger schools than us?"

Truck Salesperson: "What limitations can't you have in a vehicle?"

Guy on a Date: "What are three things a guy could do that would

guarantee he wouldn't see you again?" (You can utilize GPA techniques in every aspect of your life, including dating and relationships. In fact, ten years before writing this book, I released another, sharing these techniques as the foundation for successful dating. It was such a hit, I was hired for a year to write the column *Ask a Guy* for Lifetime's website.)

Woman on a Date: "What habits do women have that annoy you?"

While you want to be sure to have objection staple questions ready, you're much better off if you can develop these questions on the fly during probing. You do this, of course, by listening and responding. Let's look again at some of the objection-probing questions above; however, this time we'll see how it is better to frame such questions within the context of the conversation, as opposed to asking them in a staple format:

Chiropractor: "You mentioned you're interested in treatment because you want to dance to your wedding song at your 40th anniversary. What would keep you from getting treatment to achieve that goal?"

College Admissions Rep: "As someone intending to major in math, where do you feel our school is lacking in terms of that degree?"

College Admissions Rep: "What other schools have you visited . . .? What do they offer math majors that we don't?"

Truck Salesperson: "You mentioned you need vehicles that are easy to modify, as much of your fleet is tapped for multifunctional use. Let's say we had the easiest vehicles to modify, what would still keep you from pulling the trigger to buy them?"