

THE

6  
STEPS

- Step 1. Clarify the Objection
- Step 2. Agree and apologize
- Step 3. Check if it is their only concern
- Step 4. Receive it positively
- Step 5. Answer positively
- Step 6. Summary close

# The 6 steps to master objection handling

# STEP 1

## Clarify the Objection

Being successful with objection handling is all about maintaining control of the process.

As an objection is raised, control is being challenged and can easily be switched.

Outline a situation that a "Help me understand" or a "What makes you say that" question could have served you more successfully?"

Reflection:

# STEP 2

## Agree and apologize

You can easily deflate an objection and find some level ground by agreeing with the other party and apologizing.

This will give you a platform to respond from and won't fight fire with fire.

**Reflection:** With a partner roleplay an example where a seller would need to use the agree and apologize method to good effect?

# STEP 3

## Check if it is their only concern

Ask if this is the only factor stopping the other party from moving forward. If they agree, you only have one objection to overcome.

If this step is not completed, you easily find yourself in a game of tennis in which further objections are presented as each one is overcome.

### Reflection:

What would you now do differently if you were faced with a similar situation like this in the future?

# STEP 4

## Receive it positively

Take the fact that the objection is proof that they are interested in what you do, and not that they are not interested.

This will have a significant impact on your posture.

Reflection:

What affirmations could you craft to help you reframe how you think about objections?

# STEP 5

## Answer positively

When presented with an objection, simply focus on what you can do instead. For example, if the objection is based on price, then simply explain what you can do for their budget instead.

**Reflection:** If price was an objection for one of your mid price offerings, what low or no cost options could you add to the value offered?

# STEP 6

## Summary close

After explaining what you can do, the safest closing tool when dealing with indecision is to close in summary form.

Break the decision into between five and ten small decisions and ask direct, yes-focused questions.

### Reflection:

Choosing one of your products or services, what five to ten small decision, yes-focused questions could you ask to help overcome indecision?

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