Working Through Objections with Ask a Question

Sales Booster

30 Minute Sales Meetings

Theme

Many sellers view working through objections as a negative part of selling. Often they neglect, ignore or try to prove the customer wrong when an objection is voiced. When sellers understand that they don't need to have 'the' answer, they just need to ask a question to open the discussion further; they are less stressed and find it easier to work through objections. Now it's effortless to advance each sale!

Approximate Preparation Time

- 15 Minutes

Materials

- Prepare 1 flip chart as per outline
- Flip chart and markers (2 colors)
- Tape to post flip chart pages on wall
- Koosh ball (nerf ball or stress ball)
- Success Achievement Plan worksheet - one per seller

Success Set-Up Tips

- Sellers will create a list of objections. As a large group, sellers will review the objection and discuss the step of the sales process where they hear that particular objection. The presenter will write the first letter of the step next to the objection on the flip chart page.

- In advance, decide what "code" to use for the step in your sales process. For example: you can use beginning, middle, end and the code might be B, M, and E. If you use a specific sales process then use the first letter of the steps in that sales process.

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Success Set-Up Tips – continued

- One of the activities includes tossing a koosh ball (or soft throw toy) around. There are some guidelines for the toss: All sellers stand, everyone plays, sellers toss to each other, everyone gets several chances, and no wild or hurtful tosses.

- A seller may catch the koosh ball and remain silent, often hoping the facilitator will let them pass. Remain quiet until either a colleague helps or the seller says they do not have an answer. When the seller says that, allow them to pass - on that catch. They can receive another toss.

- During the koosh ball activity, select a few objections that you will ask several times in a row. When you do this, each seller is to respond with a different question.

- Save the flip chart page created in this sales booster for Working Through Objections with Acknowledge and Educate.

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Time	Session Outline	Dynamics	Visual
1 M	**Opening** Welcome to today's sales booster, Working Through Objections. Raise your hand if you ever experience fear, anxiety or frustration when you hear objections. Yes, that is true for most of us! Today we're going to work through the objections we hear most often to help eliminate or minimize any fear, anxiety or frustration. There is certainly more than one way to respond to objections. Today we will review and practice the response called *Ask A Question.*	Large Group	Flip Chart: Ask a Question
3 M	**Our Most Common Objections** Let's begin by making a list of the most common objections you hear. Record these on your Success Achievement Plan worksheet as we go through them. What are the most common objections you hear? *Write responses on flip chart.* When you are selling, do these objections always surface at the same point in the call? (Answer: no) It's important to identify at what point in the sales process we hear the objections because it may make a difference on how we respond. Let's review our list and determine when we are most likely to hear these objections. Our "code" for each step of the sales process is: _____ (*State the code you selected from guidelines in Success Set-up Tips*. Example: Use beginning, middle, end and the letters B, M, E.)	Large Group	Success Achievement Plan Worksheet Flip Chart Objections
3 M	**Where We Hear Objections** 1. The first objection on our list is (insert objection). 2. Using our code, where in the sales process do we most often hear this objection? (With a different color marker, place the code next to the objection.) 3. Repeat #1 and #2 until all objections have been coded.	Large Group	Flip Chart with Objections

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	Often most of the objections occur at the beginning of the sales call. If this is the case, ask, "Why do you think that is?"	Large Group	Flip Chart with Objections
5 M	**"Ask A Question" As A Way to Work Though Objections** One way to respond to objections is called "Ask A Question." This way of responding works well with objections anywhere in the sales conversation. However, this response is particularly impactful when the objection is at the beginning of the call because it allows us to continue to get the prospect sharing and clarifying information. Let's look at the objections you hear at the beginning. *(Refer to list)* Select "It costs too much." Ask 3 sellers to tell what they think "It costs too much." means to their customers. *Possible responses:* • *I don't see the value of the product/service.* • *Past experiences, it was costly with less of an ROI.* • *Using a similar product from a competitor and did comparison.* Notice, there are 3 different answers. As a seller, if I respond without asking for more information what might happen? How do I know if I'll be addressing the correct concern? What if I give the answer to past experiences and that doesn't apply to this person? *Possible responses:* • *They will have another objection* • *Will tune me out because I did not address what was important to them*	Large Group	Flip Chart with Objections

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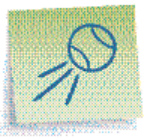
	In other words, you do not really have enough specific information about "It costs too much" to offer the best response. This is why the Ask A Question response works so well. Instead of giving an answer when we hear "It costs too much." or "It's too expensive", what questions could we ask? *Possible responses:* • *It seems to me you may have had a past experience that makes you feel it's too expensive. What was that experience?* • *What experience have you had that makes you feel that way?* • *Can you help me out, too expensive compared to what?* • *Tell me more about that.* Okay - got the hang of it? Now we're going to play a game using this approach. After the seller answers with a question they toss the koosh ball to another seller. The same objection may be called out several times in a row. Each seller is to answer with a different question.	Large Group	Flip Chart with Objections
10 M	**Koosh Ball "Ask A Question" Game** Let's practice the "Ask A Question" response to the entire list of objections. 1. Please stand. 2. The Koosh Ball will be tossed around from seller to seller. 3. Koosh ball guideline - no wild tosses, no mean tosses. 4. Whoever catches the Koosh Ball will respond to the objection with only a question. Take your time to ask the question, it's good practice to pause before speaking.	Large Group Standing	Flip Chart with the Objections List Visible Koosh Ball 

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Time	Session Outline	Dynamics	Visual
	5. After the seller answers with a question, they toss the koosh ball to another seller. 6. The same objection may be called out several times in a row. Each seller is to answer with a different question. Let's begin.	Large Group Standing	
3 M	**"Ask A Question" Debrief** • How do you feel about using "Ask A Question" as a way to respond to objections? • What do you like about it? • What do you think may be tough about using this? • What did we learn from this exercise?	Large Group	
5 M	**Success Achievement Plan Worksheet** Sellers complete the Success Achievement Plan worksheet. In pairs, share responses to the Success Achievement Plan worksheet.	Individual Pairs	Success Achievement Plan Worksheet

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Reinforcement Tips

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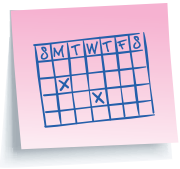
Working Through Objections with Ask a Question



Reinforcing the Message

- First opportunity: 2 weeks later
- Repeatability: Often
  New product or service launches, competitor threat

Facilitation Ideas

1. Use the following questions to lead either table group or large group discussions:
   - What objection did you hear this past week? What questions did you ask to clarify the objection? What was the outcome?
   - What have you noticed about your comfort level when hearing an objection?
2. Play the koosh ball toss exercise as instructed in the outline on the same objections. The more often sellers practice, the more natural and comfortable they are with their responses on-the-spot with customers.
3. Use this sales booster following the same format when there is a change to a product or a new product launch. Ask sellers to brainstorm specific objections that might be raised with this change or new product. Use the koosh ball toss exercise to practice Asking a Question in response to those objections.
4. Build on the Ask A Question response. Often one question does not always provide as much information as needed to work through the objection. Make this a 2-Question Ask a Question response. The first seller Asks A Question. The second seller answers the question. The third seller Asks Another Question. Repeat this format for each objection.

Next Sales Booster

- *Working Through Objections with Acknowledge and Educate* or *Success Integrators* found at www.30minutesalesmeetings.com

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Success Achievement Plan

30 Minute Sales Meetings

Working Through Objections with Ask a Question

1. Objections:

_____

_____

_____

_____

2. Ask a Question. Use one objection from the above list and write out a question you can ask to respond to that objection.

_____

_____

_____

_____

The Specific Action I will take to increase my success this week:

_____

_____

_____

_____

The resources I may need to implement the Specific Action: (people, time, dollars)

_____

_____

_____

_____

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