Working Through Objections with Acknowledge and Educate
Sales Booster

30 Minute Sales Meetings

Theme

When an objection is given by a prospect, sellers often feel the need to state all the reasons the objection is incorrect. In many instances the objection is merely the prospect's way of saying, "I don't see the value." Working Through Objections 2 introduces the Acknowledge and Educate response that engages the prospect and confirms the value of what this means to them. A win-win outcome follows.

Approximate Preparation Time

- 20 Minutes

Materials

- Prepare 2 flip charts as per outline
- Flip chart and markers
- Tape
- Koosh ball
- Success Achievement Plan worksheet - one per seller

Success Set-Up Tips

- Use the list of objections flip chart page from Working Through Objections 1. If this is unavailable either create the list from memory and have it pre-charted or prepare to allow time to brainstorm a new list of objections.

- Prepare several examples of Acknowledge and Educate responses for the most common objections your sellers encounter.

- Keep the flip chart page with the 2 steps: Acknowledge and Educate visible for the koosh ball toss exercise.

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.
www.30minutesalesmeetings.com • 561-482-8941

Success Set-Up Tips – continued

- As participants practice the Acknowledge and Educate response, remember it is important for them to use words/phrases that are most comfortable for them. They may paraphrase each line of the response.

- During the koosh ball toss exercise, if a seller does not respond using the Acknowledge and Educate format please remain quiet. Either a colleague will help them out or they will say they don't know an answer. Allow the colleague to help and if they say they don't have an answer, thank them for their honesty and inform them they will have another opportunity. Next, select someone else. This sends the message to the sellers to toss the ball back at some point. You are not trying to put anyone on the spot and embarras them.

- This exercise is not meant to prove anyone wrong. It requires some sellers to break a previous habit and takes some practice. This is the practice opportunity.

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Working Through Objections with Acknowledge and Educate

30 Minute Sales Meetings

Time	Session Outline	Dynamics	Visual
3 M	**Opening** Welcome to today's sales booster, Working Through Objections. In a previous sales booster meeting, Working Through Objections 1, we practiced responding to objections by using the Ask A Question response. We would ask a question when we hear an objection instead of having an answer. The objective to Ask a Question is to get more specific information and respond with a targeted response. Today's Work Through Objections is a 2-step process called Acknowledge and Educate.	Large Group	
3 M	**Listing Objections** 1. Let's review the list we created at the earlier objections sales booster. 2. What additional objections have you encountered since that last meeting that are not on the list? Add additional objections to the list if applicable. 3. The letters at the beginning of each objection indicate where in the sales process we felt we heard the objection the most often. 4. Ask a Question is an exceptionally good way to respond to objections when we hear them early in the sales conversation. 5. The Acknowledge and Educate response may work best when we hear the objection later in the sales conversation.	Large Group	Flip Chart Objections List from Working Through Objections 1
5 M	**Acknowledge and Educate** Let's look at the specifics of the Acknowledge and Educate response. This response keeps our egos out, reduces combativeness and allows us the opportunity to offer solutions that are benefit driven. It goes like this:	Large Group	Flip Chart with Acknowledge and Educate Response

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Working Through Objections with Acknowledge and Educate

30 Minute Sales Meetings

Time	Session Outline	Dynamics	Visual
	1. Acknowledge the objection. When we acknowledge the objection we are saying, "I hear you", "I empathize with you", or "I connect emotionally with you." It's not necessarily "I agree with you." Here are a few examples of Acknowledge responses: • I understand how you feel (believe or think) about (restate the objection). • In our experience that's a key factor... • I have also heard this from other business owners... • I appreciate your sharing that with me... • That is important... 2. Educate is a response to the objection using a previous experience with the same situation and a solution that is benefit driven. This indicates that you can work through this with them as well. Here are a few examples of Educate responses: *Trainer note: Prepare a customized response using Acknowledge and Educate to share as an example or use one of the following examples.* Example 1: ABC Company had the same concern. Even though it meant many up front man hours, the same as you are talking about, the long term down side to not upgrading was going to be costly in time and loss of productivity and information. We worked together on a schedule to minimize the down-time to be able to take advantage of all of the upgrades to run a more efficient company. Example 2: ABC Company had the same concern about return on investment. We spent time outlining all the actions that needed to be taken. They found that to get the best results, changing to a more efficient model was going to work best and allow the desired return on investment in the least amount of time.	Large Group	Flip Chart Acknowledge and Educate Response

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Working Through Objections with Acknowledge and Educate

30 Minute Sales Meetings

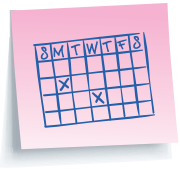
Time	Session Outline	Dynamics	Visual
10 M	**Koosh Ball Acknowledge and Educate Practice** Ready to practice the Acknowledge and Educate response using our list of objections? 1. Please stand. 2. The Koosh Ball will be tossed around from seller to seller. Koosh ball guidelines - no wild tosses, no mean tosses. 3. I will call out an objection. Whoever catches the Koosh Ball will respond to the objection by first Acknowledging I raised the objection and second Educating with a solution that is benefit driven. 4. Take your time before responding. It's good practice to pause before speaking. 5. After the seller answers they will 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 differently. We want a fresh response each time, nothing stale! Let's begin.	Large Group	Flip Chart Acknowledge and Educate Response - Visible
5 M	**Success Achievement Plan Worksheet** Sellers complete the Success Achievement Plan worksheet. In pairs, share your responses to the Success Achievement Plan worksheet.	Individual Pairs	Success Achievement Plan Worksheet

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.

Reinforcement Tips

30 Minute Sales Meetings

Working Through Objections with Acknowledge and Educate



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:
   - How did you respond to an objection this week using the Acknowledge and Educate response?
   - What types of emotions are your customers experiencing when they give an objection? What specific words have you found to be helpful when you acknowledge the response?
2. When there is a change to a product or a new product launch use this sales booster following the same format. Ask sellers to brainstorm specific objections and use the acknowledge and educate koosh ball toss exercise.
3. Ask sellers for their own personal objections to a change in something, i.e. policy or product. Use the same process as in Facilitation Ideas #2 to respond to their own objections.

Next Sales Booster

- *Round Robin Selling or Success Integrators* found at www.30minutesalesmeetings.com

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.
www.30minutesalesmeetings.com • 561-482-8941

Success Achievement Plan

30 Minute Sales Meetings

Working Through Objections with Acknowledge and Educate

ACKNOWLEDGE and EDUCATE

1. **Acknowledge** the objection. When we acknowledge the objection we are saying I hear you, I empathize with you, or I connect emotionally with you. Not "I agree with you."

Examples of **Acknowledge** responses:

- I understand how you feel (believe or think) about (restate the objection).
- In our experience (authenticate)
- I have also heard this from other business owners…(puts them with others, not singling them out)
- I appreciate your sharing that with me (listening)
- That is important (relate)

2. **Educate** is to respond to the objection with a previous experience with the same situation and a solution that is benefit-driven. Educate with an example of HOW you resolved this before.

Objection:_____

ACKNOWLEDGE and EDUCATE

_____

_____

_____

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)

_____

_____

© 2009 Sharpenz, LLC. Licensed product for exclusive use by individual purchaser.