**SOP – Overcoming Objections** 

7/10/17 Presentation by Eileen Shenker, Success Seminars

**Use the 3 F’s** when answering concerns/objections.

I understand how you **FEEL.** (Agreeing)

Others have **FELT** the same as you. (Credibility - It’s not just you)

Until they **FOUND** . . .. (The facts/truth/stories)

ALWAYS AGREE with them, never argue, it gets you nowhere! Say “I understand”.

Better to overcome objections in the presentation before they arise if you can.

Stories are the best way (testimonials are great) to overcome them. It takes the focus away from ME!

Shift pricing concerns to “the market is telling us”.

Great answers: “The best way I can help you is . . ..”

 “The fastest way I can help you is . . ..”

These take the focus back off of you and turns it to solutions.

NEVER say I can’t or you can’t! Those are fighting words!

We often want to defend ourselves when accused of not doing “the job”, or not having told them something (when we actually did). But that only furthers the argument. Don’t defend, go to the 3 F’s above.

When dealing with an ANGRY customer, just listen intently without interruptions until they are completely through with their rant. You’ll notice they are through when a pause or sigh comes. They need to get that off their chest!

Have compassion on them and show it.

Don’t apologize for things that are totally out of anyone’s control (ie – the market).

Apologize only for the inappropriate actions of others, but it’s a third party apology, and then move on.