



**Overcome
Objections**

Overcome Objections

By the end of the Power Hour you will be able to:

- ✓ Describe the different types of objection, and what is driving them
- ✓ Explain different techniques for overcoming objections, and when each is useful
- ✓ Use different techniques for overcoming objections.



Common Types of Objection

Need

- The customer doesn't see a need for your product/service at this time.
- They cannot see how your product/service meets the needs they have.

Value

- Your product/service is beyond the customer's budget.
- Your product/service incurs too many add-ons.
- The customer believes that they can a lower price.

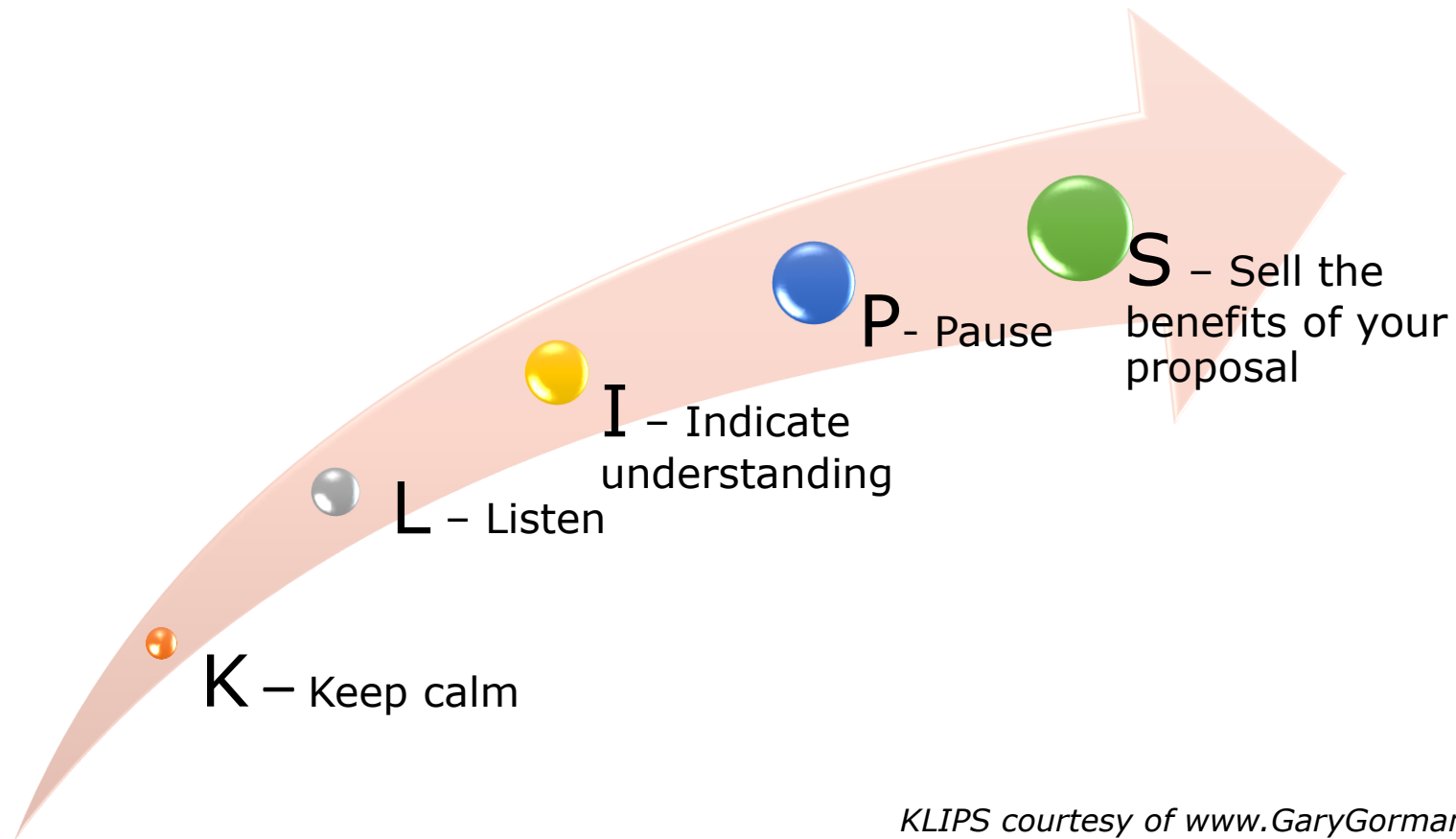
Features

- The product/service does not fulfill ALL of the customer's needs.
- The customer is unhappy with specific aspects of your product/service.
- The customer is not confident about all the aspects of your product/service.

Desire

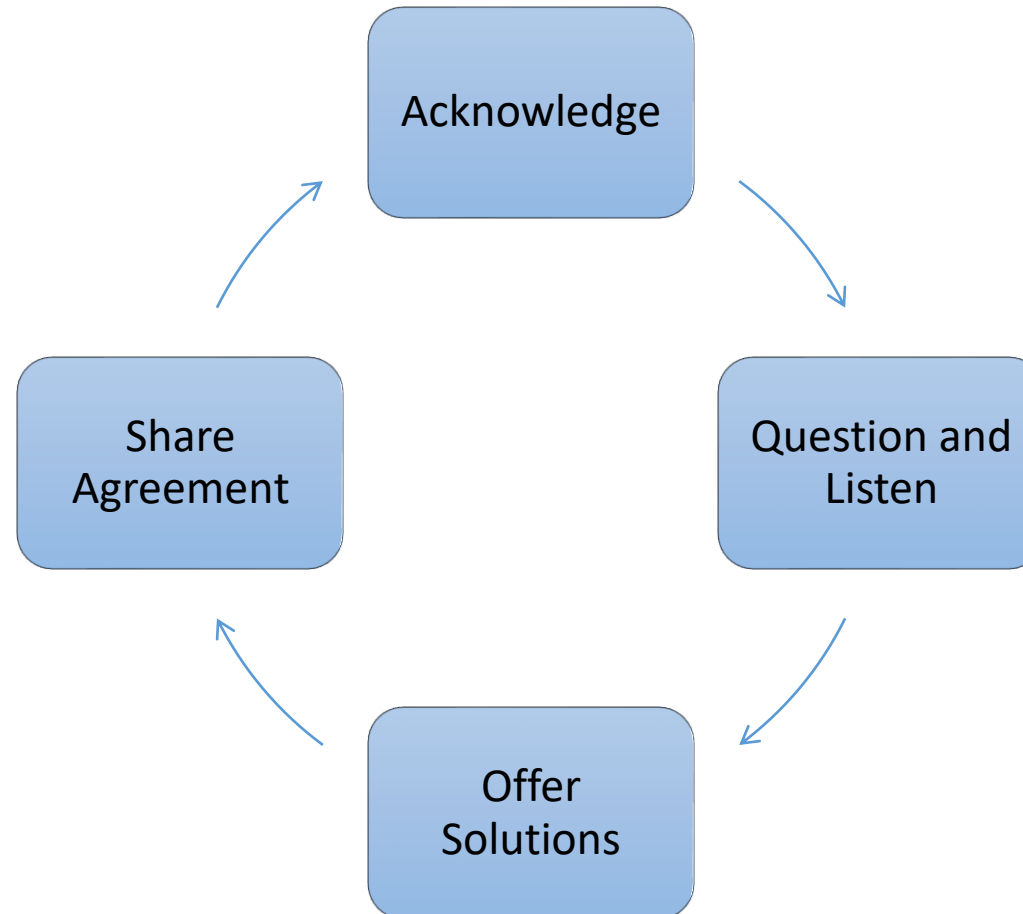
- The customer doesn't like your product/service, or some aspect of it.
- The customer is uncomfortable with the salesperson or the business itself.

Techniques for Overcoming Objections

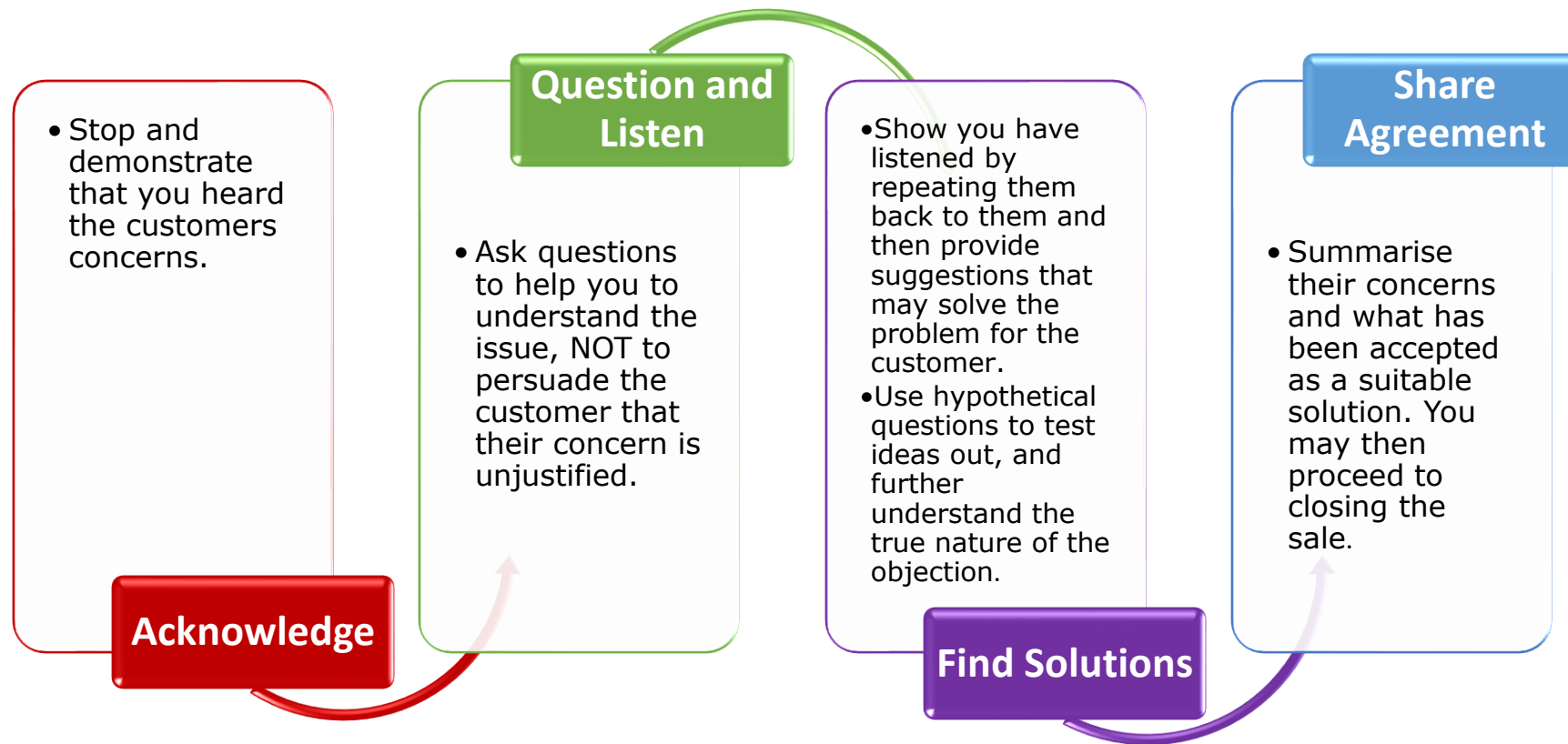


KLIPS courtesy of www.GaryGorman.com

The Empathy Loop



Techniques for Overcoming Objections



Make it Work at Work

What are you going
to **DO** as a result of
this Power Hour
Session?





Thank You
&
Good Luck