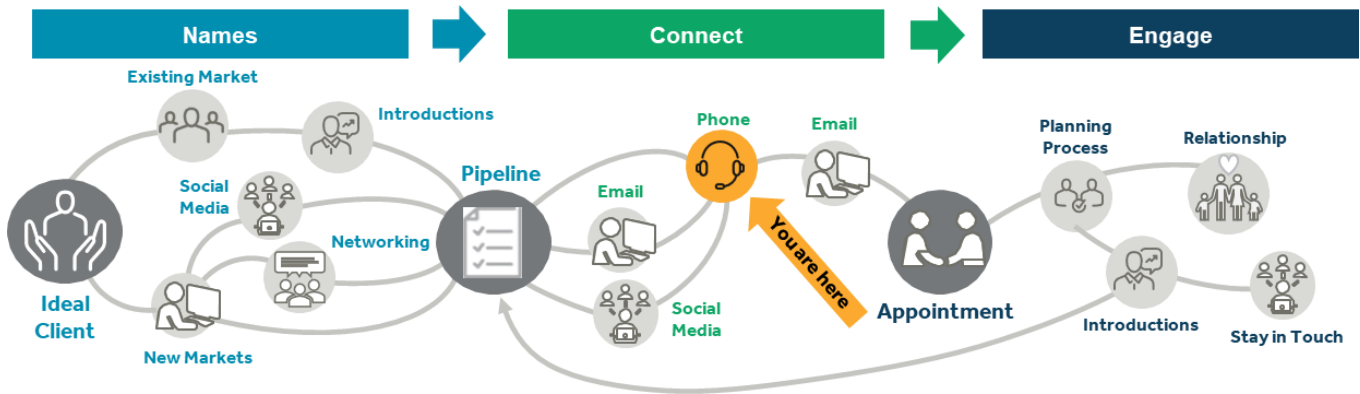


Quick Card

Respond to Prospects' Questions & Objections

Your Prospecting Journey

Before you begin phoning for appointments, it's important to know what you are going to do when a prospect says "no".



A Process for "Turning Around" Objections



The real secret to maintaining control of the conversation when faced with a question or objection is to plan for them in advance. Use this 3-step framework to "turn around" objections. Develop variations for the objections you hear most commonly.

Step	Purpose	Example	Tips
Ledge	The "ledge" gives you something to hold onto so that you can manage your emotions and regain control of the conversation.	Prospect: "I'm all set." FR: "That's fantastic! That's exactly why I called."	Memorize your "ledge" responses for common objections so you won't be caught off-guard.
Disrupt	Prospects have expectations of what the response will be. The "Disrupt" step is a statement that disrupts their expectation. It is also messaged around them and what is in it for them.	FR: "Many of my clients felt the same way before we started working together. We may not be a fit for you, but worst case, I can be a resource to help you understand your options and share some ideas that have worked for other people like you."	Avoid pat phrases such as "I understand" or "BUT." It makes you sound insincere and can trigger resistance with your prospect.
Ask	Once you've turned around the objection, go back and ask again for the appointment – confidently and without hesitation.	FR: "How about we jump on a call Tuesday afternoon so I can learn more about you and your goals?"	Don't be afraid to ask a second time for the appointment.

Why You MUST Plan Ahead for Objections!

Objections Can Trigger an Emotional Response

One of the reasons why many salespeople hate prospecting is that they cannot control the situation and therefore feel vulnerable and uncomfortable.

When a prospect tells you “no,” the feeling of rejection is not just psychological, it is biological! Your brain is hardwired to avoid rejection as a protection mechanism. In the moment of NO, your fight or flight response is triggered turning off your executive/logical brain and putting your automatic brain in charge. This leads you to have diminished cognitive function, which will cause you to stumble over your words, bending the probability of getting a YES away from you.

To overcome these emotions, you need a framework that allows you to gain control of the situation and get your executive brain back in control, so you can continue the conversation and unlock a YES.

Prospects Reflexively Say “No”

Recognize this fact: When you call someone to set an appointment, their natural reaction will be to say no. We all do it. It’s an automatic response, a reflex reaction that we’ve learned as a way to put off a caller. This is going to happen on most of your calls. It’s important to recognize why this happens so that you can deal with it rationally rather than emotionally.

When prospecting, we FEEL like there are infinite ways that people can tell us NO, but in reality, there are only 5-7 objections that most FR’s will get from prospects.

How to Respond to the Most Common Objections

Since prospecting objections are the most frequent and can be the most upsetting, it is imperative to prepare in advance by scripting responses to the most common objections. Practice and repetition are critical in mastering the prospecting objection framework so that you can control your emotions, turn around the call and get a YES.

Here are some sample “ledge” and “disrupt” statements you can use for common objections.

Objection	“Ledge”	“Disrupt”
We’re not interested.	“That makes sense. A lot of my current clients said that the first time I called.”	<p>“What most of them realized after we met, was that the options available now, far outweigh what was available even a year ago, and by taking advantage of our process, they can get organized and reduce stress in their liver.</p> <p>I don’t know if my services will be a good fit for you, but let’s get together so I can learn more about your specific needs, and worse case you have me as a resource if you have any questions in the future about what is available and what has changed.”</p>
We’re all set. OR I have a financial advisor.	“Awesome. If you have a program that covers all of your needs and is helping you get organized financially, you shouldn’t think about changing.”	“My job is to be a resource to you. Let’s grab a few minutes so I can learn more about you and your specific needs and goals. Worst case, I can give you some suggestions for how to get more organized financially, and you have me in your back pocket as a backup in case you ever have questions.”

Objection	“Ledge”	“Disrupt”
I’m too busy.	“That’s exactly why I called.”	“I figured you would be. Many of my current clients felt the exact same way. My job is to be a resource to you and to find ways to help give you time back, by helping you get organized financially and setting you up to hit the goals you need to sustain your way of life, so you can focus on other things. I thought you might be curious about how I’ve done this for my other clients.”
Just send me some information.	“Excellent! I’m so excited you want information about our programs.”	“Here’s the thing . . . We have so much information, and I do not want to overwhelm you. Let’s spend a few minutes together so I can learn more about you and your specific needs, so I can select a few things that would be most relevant for your situation.”

Key References

- Guardian U >> Market Development >> [Essentials of Telephone Prospecting](#)
- *Fanatical Prospecting* by Jeb Blount. Available for purchase from www.Fanaticalprospecting.com