



475

**OVERCOMING
OBJECTIONS - LEAD**

STEVE SHAW UNIVERSITY

esv



OVERCOMING OBJECTIONS

NO

(THANK YOU)



APPROACH

L_____

E_____

A_____

D_____



LEAD

L **ISTEN**

RESTATE
SUMMARY
MIRROR
SUMMARIZE
ACKNOWLEDGE

E **MPATHY**

DEMONSTRATE
SHOW CONCERN
SHARE STORY
NOT SURE WHAT THIS IS

A **SK QUESTIONS**

NOT SURE
GUIDE
SHOW PATH
CLARIFY

D **ETERMINE SOLUTION**

AGREE



STEP BY STEP

COST TO MUCH

LISTEN & RESTATE

ACKNOWLEDGE

"IF I HEAR YOU CORRECTLY"



STEP BY STEP L

NO MONEY

LISTEN & RESTATE

ACKNOWLEDGE

"IF I HEAR YOU CORRECTLY"



STEP BY STEP L

CAN I GET A DISCOUNT?

LISTEN & RESTATE

ACKNOWLEDGE

"IF I HEAR YOU CORRECTLY"



EMPATHY

- **THE ART OF UNDERSTANDING**
 - **BEING AWARE**
 - **HAVING SIMILAR EXPERIENCE**
-
-
-

ALIGN WITH THE CUSTOMER

GOAL = "THAT'S RIGHT"



EMPATHY

DO

ACT

FEEL

SHARE

USE TONE OF VOICE

USE BODY LANGUAGE

DON'T

SYMPATHIZE

BE "SORRY"

SAY

"I UNDERSTAND"



STEP BY STEP L - E

I DON'T HAVE THE MONEY TODAY

LISTEN & RESTATE

EMPATHY

ACKNOWLEDGE AND ALIGN

"IF I WAS IN YOUR SHOES I MIGHT FEEL THE SAME WAY."



STEP BY STEP L - E

I DON'T HAVE ENOUGH TIME TODAY

LISTEN & RESTATE

EMPATHY

ACKNOWLEDGE AND ALIGN



STEP BY STEP L - E

CAN I GET A DISCOUNT?

LISTEN & RESTATE

EMPATHY

ACKNOWLEDGE AND ALIGN



STEP BY STEP L - E

YOUR BIGGEST OBJECTION _____

LISTEN & RESTATE

EMPATHY

ACKNOWLEDGE AND ALIGN



ASK CLARIFYING QUESTIONS

ASK QUESTIONS:

- **ASK TO CLARIFY + GUIDE CUSTOMER**

MONEY:

- **BUDGET**
- **CONSEQUENCES**
- **VALUE**
- **FINANCING**
- **OPTIONS**

TIME:

- **HOW MUCH TIME**
- **CONSEQUENCES**
- **OPTIONS**



ASK CLARIFYING QUESTIONS

- **TO CLARIFY CONCERN**
- **TO GUIDE CUSTOMER TO SOLUTION**

"WHAT CAN I DO TO MAKE THIS RIGHT?"

LEARN CUSTOMER EXPECTATION



DETERMINE SOLUTION

**THE SOLUTION WILL COME WHEN THE CUSTOMER
AGRESS TO THE BEST PATH**



PRACTICE LEAD

COST TO MUCH

L

E

A

D



PRACTICE LEAD

NO TIME

L

E

A

D



PRACTICE

CAN I GET A DISCOUNT?

L

E

A

D



YOUR BIGGEST OBJECTION

L

E

A

D



NOTES



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