

**Up-a-Notch™ Sales Training  
System  
for Inside Salespeople  
By Dave Kahle**

**Turning Objections into Sales**

**PARTICIPANT'S GUIDE**

**Turning Objections into  
Sales**

**NOTES AND EXERCISES**

# NOTES

Occasionally you ask your customer to do something. And, some of the time, they will give you a \_\_\_\_\_ or an objection why they \_\_\_\_\_ to do that. You can say ok, and be done with the call, or you can attempt to \_\_\_\_\_ that objection and turn it into a \_\_\_\_\_. When you do that, and gain that skill, you take your performance up a \_\_\_\_\_. This really is an area where you \_\_\_\_\_ yourself from the pack and become something \_\_\_\_\_.

What's an objection? A \_\_\_\_\_ for them to \_\_\_\_\_ do what you want him or her to \_\_\_\_\_. But what do you do? The \_\_\_\_\_ response is either to give up or become \_\_\_\_\_. But is there a place in between? YES! That's where you ought to be. There are two rules that are very simple to understand that will put you in between, equipping you to effectively handle objections comfortably and with some degree of skill.

Rule number one, \_\_\_\_\_ handle the \_\_\_\_\_ and then, \_\_\_\_\_ the \_\_\_\_\_. First deal with the \_\_\_\_\_ content of what the customer has said. Respond a certain way to \_\_\_\_\_ the tension to get them on your side and then, when you have dealt with that, you can address what he or she \_\_\_\_\_.

How do you do that? Begin by making a \_\_\_\_\_ statement. One way is to \_\_\_\_\_. Make a statement to the customer saying that you understand how they \_\_\_\_\_ or \_\_\_\_\_. Another softening statement is to just \_\_\_\_\_ with the customer. When you agree with him it puts him on your side.

After that, then what? It's time to handle the \_\_\_\_\_. What do you do? First rule is this; \_\_\_\_\_ beforehand the answers to the most \_\_\_\_\_ objections you are likely to hear. Prepare beforehand by thinking of the objections you are likely to hear and ways you can respond to each.

Some general strategies here:

The first one is to \_\_\_\_\_. Another one is minimize the \_\_\_\_\_.

Here's another \_\_\_\_\_ language. The last rule for dealing with objections, when in doubt, ask a \_\_\_\_\_. Finally, \_\_\_\_\_ again! In other words, ask for their order again.

# **EXERCISE ONE: HANDLING THE PERSON WITH A “SOFTENING STATEMENT”**

1. Find two people to work with.
2. You are going to practice making a softening statement. One of you will play the role of the customer, one of you will be the salesperson, and one of you will be the observer. Decide who is who to begin. You'll exchange roles so that each of the three of you have an opportunity to practice.
3. The salesperson should ask the customer to do something. For example, you can say, "Shall I send you a case?" Then, the customer should offer an objection. The salesperson should make a softening statement. Just do that. Do not attempt to handle the objection, just make a softening statement and thereby handle the person. The observer should note on the space below how well he/she thinks the salesperson did in handling the person with a softening statement.
4. Then, switch roles and repeat.
5. After each person has practiced making a softening statement one time, the observer should share his/her rating with the other party.
6. Now, repeat the exercise so that each person has an opportunity to practice twice.
7. Repeat step five.

## Rating form for the “observer” #1

Person you are rating: \_\_\_\_\_

How well did they do? Circle one of the statements below:

Not well--  
missed the idea

Fairly well

Good

Excellent – really made  
the customer feel understood

Why did you give him/her that rating? \_\_\_\_\_

\_\_\_\_\_

## Rating form for the “observer” #2

Person you are rating: \_\_\_\_\_

How well did they do? Circle one of the statements below:

Not well--  
missed the idea

Fairly well

Good

Excellent – really made  
the customer feel understood

Why did you give him/her that rating? \_\_\_\_\_

\_\_\_\_\_

# EXERCISE TWO: PREPARING FOR OBJECTIONS

1. Form into small groups.
2. In your groups, select one product or program to focus on.
3. Write down, on the form below, the six most common objections you are likely to hear when you ask someone to buy that product or program.
4. Share your results with the rest of the group.

Product/service/program: \_\_\_\_\_

Most commonly heard objections:

1. \_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_  
\_\_\_\_\_

6. \_\_\_\_\_  
\_\_\_\_\_

## **EXERCISE THREE: PREPARING RESPONSES**

1. Pick one of the objections from the previous exercise, and, working together in your group, create an appropriate response to the idea. Outline exactly how you intend to respond to that idea, using the techniques of minimizing, maximizing or using diffusing language.
2. When you are finished, share your results with the rest of the group.

Objection: \_\_\_\_\_

Response:



# EXERCISE FOUR: ROLE-PLAYING

1. Form back into the same groups of three that you used for exercise one.
2. This time, have the customer give the objection for which you have prepared.
3. The person playing the role of the salesperson should first handle the person with a softening statement, and then use the outline you created to handle the idea.
4. The observer should rate the salesperson's performance using the form below.
5. Switch roles and repeat until all three people have had a change to practice.
6. After all three people have practiced, the observer should share his/her rating with the salesperson.

## Observer's rating form

Person you are rating: \_\_\_\_\_

1. How well did this person handle the person? Circle one of the statements below:

Not well--  
missed the idea

Fairly well

Good

Excellent – really made  
the customer feel understood

Why did you give him/her that rating? \_\_\_\_\_

2. How well did this person use the outline to handle the idea? Circle one of the statements below:

Not well--  
missed the idea

Fairly well

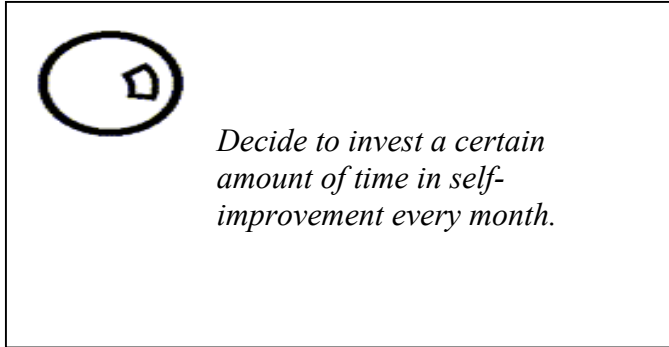
Good

Excellent – really made  
the customer feel understood

Why did you give him/her that rating? \_\_\_\_\_

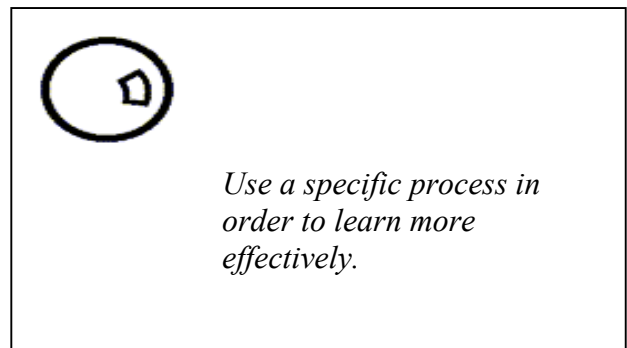
## EXERCISE FIVE: GENERATING IDEAS

Use the bubble pads to write down at least three good ideas you gained from today's session. Remember the four criteria for a "good idea." We've illustrated a couple of samples for you.



*Remember, a good idea is one that*

- \* focuses on the future*
- \* focuses on action*
- \* focuses on your behavior*
- \* is a small step toward one of your learning goals.*





## EXERCISE SEVEN: PRECISELY PRESCRIBING

Turn the idea from the previous exercise into a Precise Prescription. Write that prescription on the Rx pad. We've done an example for you. Now, take your prescription and post it someplace where it will remind you to do it.



(Precisely Prescribe)

*I will set aside two hours every week for personal improvement and keep a record of what I do in that time.*