



blueprint

SLIPPER

7 steps to overcoming objections

When Mike Tyson said: “Everyone has a plan until they get punched in the mouth”, he obviously referred to boxing, but this explanation can also be applied to objections. Objections are REASONS or ARGUMENTS offered by your client that OPPOSE or DISAPPROVE of your idea, product or the action plan and most of the time come unexpectedly.

We get them because of poor presentations, misunderstanding, re-assurance of the buyer OR for tactical reasons.

Welcome the objection! Do not fight it as it may make your customer even more defensive. Take them by the arm, acknowledge their doubt or question (but not the objection) and lead the dance resolving the objection by using SLIPPER.

S TAY CALM

Staying calm sounds so logical, but objections can really hit us in the face!

So take a breath to control your nerves, suppress that urge to react, to defend yourself, stay silent and...

L ISTEN

Silence is a powerful tool. And almost always makes the other talk again. And the great thing about it is that the more they talk, the more information you'll get. Use **active listening techniques** to encourage their talking even more. Let that balloon deflate!



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I NQUIRE

Before resolving the objection, one needs to quantify and qualify it. What is the real issue? How big is it? Open your conversation funnel leading to the root cause of the objection, by inquiring what the biggest issue is. Use an open question and **POWER** it. And start from a positive foot using **"Yes, and..."** instead of "Yes, but..."

P ROBE FOR DETAILS

Try to uncover the real root cause of the objection by asking those **5 WHY** and **Next Natural Questions**. Most tactical objections disappear at this point ("Actually it is not that big of a problem"). And it builds a solid basis for resolving real ones.

P RESENT BACK

Make sure you do understand the real objection before trying to resolve it by **summarizing** what you have heard.

E XPLORE SOLUTIONS

There may be different solutions to the objection. Pick the one which most clearly resolves it and present it to the buyer to get his/her agreement. Or let them pick the best one for them.

R ESOLVE THE ISSUE

On the spot or else make very clear agreements on the next steps to be taken. Make sure your customer is happy with the way you've resolved the issue.

Preparing objections is half the battle won, don't let yourself be taken by surprise. Make a list of your most heard objections and prepare your "Yes, and..." responses, your probing questions or your solutions.