

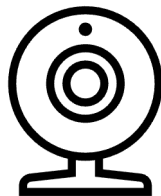
Overcoming Objections in Sales: Turning Challenges into Opportunities

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**Get the Most Out of
Our Session Today**



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What to Expect

- 60 minutes
- Rapid fire
- Q&A
- Recorded



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Today's Objective

- Counterintuitive techniques to handle customer objections with confidence
- Turn resistance into opportunities to close the deal



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Why do we get objections?

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Lack of Information or Understanding

- Why it happens:** The prospect might not be fully aware of the range of products you offer or how your products differ from their current supplier's offerings.
- Example:** A prospect might say, "I need more information about your products," because they don't yet understand the benefits or specific details of your office supplies.



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Fear of Change

- Why it happens:** The prospect may worry about the disruption caused by switching suppliers, such as potential downtime, mistakes in orders, or the hassle of changing procurement processes. They might fear that a new supplier won't meet their needs as well as their current one.
- Example:** "We've tried switching suppliers before, and it was a hassle" reflects concerns about the complications of changing how they source office supplies.



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Price Concerns

- Why it happens:** Office supplies are often seen as a cost-sensitive area where companies look to save money. If the prospect perceives your prices as higher than their current supplier's, they may raise this as an objection, especially if they don't yet see the added value or potential savings elsewhere (like bulk discounts or longer-lasting products).
- Example:** "The price is too high" might be voiced if the prospect compares your prices directly to their existing supplier without considering the overall value.



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Trust Issues

- Why it happens:** If prospects have had negative experiences with office supply dealers in the past (e.g., delayed deliveries, poor customer service, low-quality products), they might be sceptical about trying a new supplier. They need reassurance that these issues won't happen again.
- Example:** "We've had bad experiences with other office suppliers" suggests they've faced problems before and are wary of repeating those mistakes.



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Perceived Lack of Need

- Why it happens:** The prospect might feel their current office supply needs are already being met, either by their current supplier. They may not see any immediate problems with their current situation that your products could solve.
- Example:** "We don't see a need for new suppliers right now" indicates they are content with their existing supplier relationship and don't feel the need to change.



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Market Competition

- Why it happens:** The prospect may have a long-standing relationship with another office supplies dealer or might be receiving attractive deals from a competitor. They might perceive that other suppliers offer better pricing, service, or loyalty programmes.
- Example:** "We're happy with our current supplier" suggests satisfaction with the existing supplier relationship and resistance to change.



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Internal Resistance

- Why it happens:** Even if your contact is interested, they might face resistance from others within their organisation, such as leadership or other departments that don't see the value in switching suppliers. There might be internal politics at play.
- Example:** "Our team isn't on board with changing suppliers" suggests internal disagreement or a lack of buy-in from key decision-makers.



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How do people traditionally handle objections?

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Immediate Rebuttal

- **Approach:** Quickly counter the objection with a response.
- **Example:** "The price is too high." → "Actually, our products save money in the long run."
- **Why it doesn't work:** Feels dismissive and confrontational, making prospects think their concerns aren't valid.



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Feel-Felt-Found Technique

- Approach:** Empathise, share others' experiences, and provide a resolution.
- Example:** "I understand you feel this way. Others felt the same but found value in our products."
- Why it doesn't work:** Comes off as scripted and impersonal, lacking genuine connection.



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Redirecting the Conversation

- Approach:** Briefly acknowledge the objection, then shift back to benefits
- Example:** "I get the concern about price. Let's talk about how our products offer superior quality."
- Why it doesn't work:** Avoids directly addressing objections, making prospects feel ignored.



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Justification

- Approach:** Provide a reason or rationale to explain why the objection isn't valid.
- Example:** "The higher price reflects the superior quality and durability, which means fewer replacements."
- Why it doesn't work:** Can seem defensive or self-serving, as it rationalises rather than empathises with the prospect's concerns. May come across as an excuse rather than a genuine solution.



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A blurred background image showing two people, a woman with glasses and a man, sitting at a table and looking at documents or a laptop. The image is overlaid with a blue gradient.

Where do we hear objections?

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Where Do We Hear Objections?

- Cold call
- In the sales meeting



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A blue-tinted background image showing two people, a woman and a man, sitting at a table and looking at a laptop screen. The woman is on the left, wearing glasses and has curly hair. The man is on the right, looking towards the laptop. There are some papers and a pen on the table.

What objections do you hear?

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Cold call objection handling framework

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Cold Call Objection Handling Framework



"I'd imagine ..."



"Can I make a suggestion"



Soft ask



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Call Me Back Later



I'd imagine you have a lot on your plate right now.



Can I make a suggestion?



"Can I make a suggestion? Why don't we set a specific time for a follow-up call when it's more convenient for you?"



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Objection Handling – Cold Calls

Objection	"I'd Imagine..."	"Can I Make a Suggestion?"
Send me an email	I'd imagine you're really busy, and you probably get a lot of these calls.	Can I make a suggestion? What if I send over a brief email summary, specifics?
I'm not interested	I'd imagine you're already set up with a good solution, or you wouldn't be in business.	Can I make a suggestion? What if I send over a brief email summary, specifics?
We don't have the budget	I'd imagine budget constraints are a big concern for you, especially these days.	Can I make a suggestion? What if I send over a brief email summary, specifics?
Call me back later	I'd imagine you have a lot on your plate right now.	Can I make a suggestion? What if I send over a brief email summary, specifics?
We're happy with our current supplier	I'd imagine they're doing a good job for you, which is why you're happy.	Can I make a suggestion? What if I send over a brief email summary, specifics?
I'm in a meeting	I'd imagine this is probably not the best time for a call.	Can I make a suggestion? What if I send over a brief email summary, specifics?

Objection	"I'd Imagine..."	"Can I Make a Suggestion?"
We're not looking to make changes right now	I'd imagine you've got your hands full with current priorities.	Can I make a suggestion? How about a brief call to understand your future needs so we can be ready when you're looking to make a change?
I've never heard of your company	I'd imagine that if you haven't heard of us, you might be wondering if we're credible or trustworthy.	Can I make a suggestion? What if I share a case study or customer testimonial that shows how we've helped companies like yours?
I don't have time to talk	I'd imagine you're very busy and time is tight right now.	Can I make a suggestion? How about a quick call later today or tomorrow at your convenience?
Just send me some information	I'd imagine you have a number of purchases we could help you with.	Can I make a suggestion? Could you give me an example of what you buy regularly and I can get some information over to you.
We've had a bad experience before	I'd imagine that previous experiences have made you cautious about new partnerships.	Can I make a suggestion? How about a low-risk trial to show how we can deliver a better experience?
We're too busy right now	I'd imagine you have a lot of priorities competing for your attention.	Can I make a suggestion? What if we scheduled a quick call next week when things might have settled down a bit?
It's not a priority for us	I'd imagine you're focused on more immediate concerns right now.	Can I make a suggestion? How about we get a date in the diary to discuss when it's more relevant?

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Why does this technique work?

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Empathy and Understanding

- Why It Works:** Starting with “I’d imagine...” shows you’re considering the prospect’s perspective. It demonstrates empathy, builds rapport, and makes the conversation feel more human and less transactional. When prospects feel understood, they’re more open to dialogue.



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Proactive Problem-Solving

- Why It Works:** Offering specific, actionable suggestions tackles objections directly. It shows respect for the prospect's time, builds confidence in your solution, and speeds up decision-making.



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Minimises the Pressure

- Why It Works:** Using soft, non-confrontational language reduces the pressure on prospects. It feels more like friendly advice than a hard sell, lowering resistance and making them more comfortable.



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Building Trust

- Why It Works:** Acknowledging common concerns builds trust. Transparency and honesty make prospects more likely to believe in your intentions and consider your solutions, which is crucial in a competitive market.



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Creates a Sense of Control

- Why It Works:** Empowering the prospect with options gives them a sense of control, reducing resistance and making them more likely to engage.



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Face to face objection handling framework

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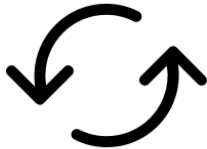
Dynamics

- In a face-to-face meeting, you have likely built rapport so the dynamic shifts from when you are making a cold call
- We also have more time to handle objections and dig deeper

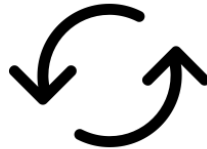


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In Meeting Objection Handling Framework



Flip 1



Flip 2



"Can I make a suggestion"



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The Price Is Too High



Flip 1

"I get it. Too high means?"



Flip 2

"Is there a specific budget you're trying to stay within?"




"Can I make a suggestion"

"Can I make a suggestion? Why don't we look at a few of your top items and see if there are options that better fit your budget?"




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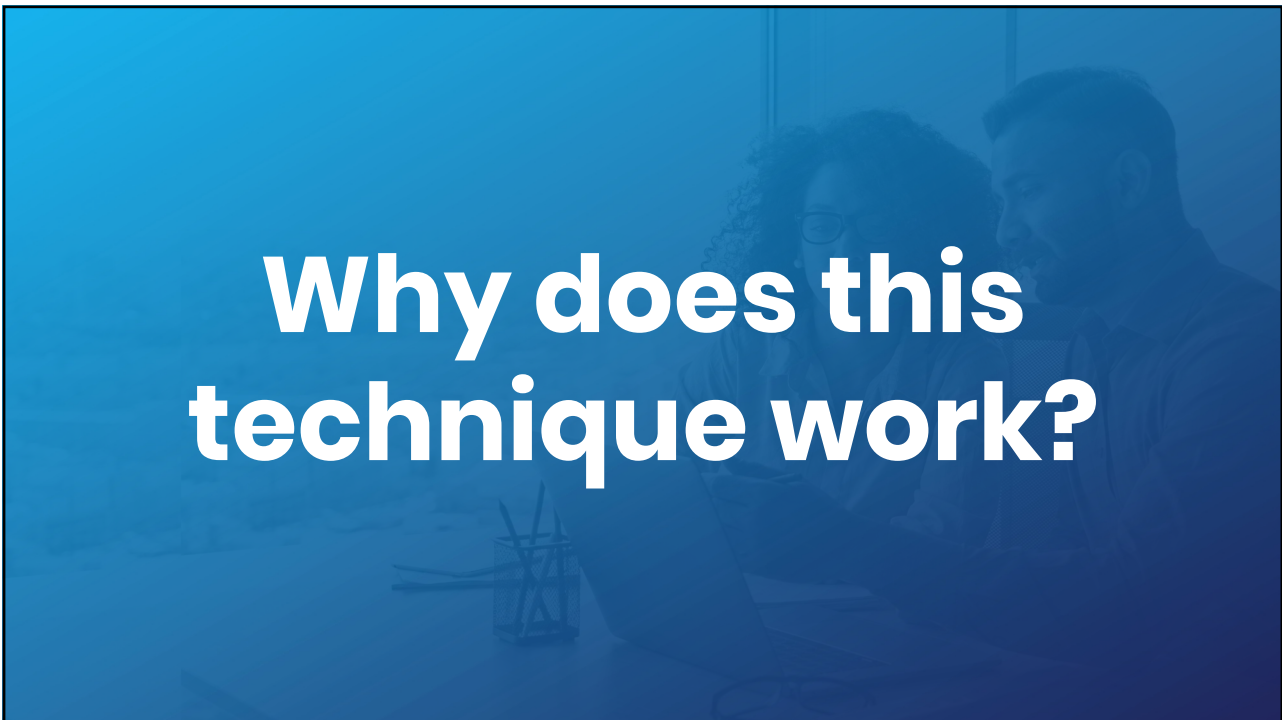
Objection Handling – In-Meeting

Objection	The Flip	Secondary Flip	"Can I Make a Suggestion?"
The price is too high	"I get it. Too high means...?"	"Is there a specific budget you're trying to stay within?"	"Can I make a suggestion? Why don't we look at a few of your top items and see if there are options that better fit your
We need more time to decide	"I understand. Is there something specific you'd like to think about?"	"What information would be helpful to your decision?"	
We don't have the budget for this	"I understand. How are you currently managing your office supply budget?"	"Are you looking for ways to cut costs?"	
I need to discuss this with my team	"Of course. Who else usually helps you make decisions on office supplies?"	"What do you want to know?"	
We've tried switching suppliers before, and it was a hassle	"I understand why you'd feel that way. What issues did you face when you tried switching?"	"Was there anything that made it difficult?"	



Objection	The Flip	Secondary Flip	"Can I Make a Suggestion?"
I need more information about your products	"Sure, happy to provide more details. What products are you most interested in?"	"Are there specific items you'd like more info on?"	"Can I make a suggestion? Why don't we set up a quick call to go over your most-used items and how we can support you?"
The timing isn't right	"I understand. Is there a better time when office supplies are top of mind for you?"	"What would make this a better time?"	"Can I make a suggestion? Why don't we set a reminder to check back in when it fits your schedule better?"
We're under contract with another supplier	"I see, that's common. When does your contract come up for renewal?"	"How do you typically handle supplier renewals?"	"Can I make a suggestion? Why don't we get a date in the diary for a quick catch up in advance of your renewal?"
We don't see a need for new suppliers right now	"I understand. How do you usually review your suppliers?"	"Are there things your current supplier could do better?"	"Can I make a suggestion? Why don't we do a quick cost comparison just to see if there are any areas for savings?"
We don't have the internal resources to handle a supplier change	"I see where you're coming from. What concerns do you have about making a change?"	"Are there specific tasks that would be a challenge?"	"Can I make a suggestion? Why don't we handle the transition for you, starting with just a few products?"
I'm worried about the quality of your products	"That's understandable. What quality concerns do you have?"	"Have you experienced quality issues in the past?"	"Can I make a suggestion? Why don't we provide samples of our top-selling items so you can see the quality firsthand?"

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Why does this technique work?

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Encourages Conversation

- Why It Works:** The softened reverses ask open-ended questions, encouraging the prospect to talk more about their situation.



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Shows Empathy

- Why It Works:** By acknowledging concerns and asking questions, you demonstrate understanding, making the prospect feel heard and respected.



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Provides Low-Pressure Solutions

- Why It Works:** Offering simple suggestions gives prospects a way to move forward without feeling pressured into a commitment. This creates a collaborative atmosphere where both sides are working towards a mutually beneficial outcome.



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Focuses on Practical Steps

- Why It Works:** The suggestions are actionable and easy to implement, making it easier for prospects to see the benefits of moving forward with you.



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Summary

- Counterintuitive techniques to handle customer objections with confidence
- Turn resistance into opportunities to close the deal



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Next Steps

- Write down every objection you hear when cold calling and apply the “I’d imagine ...”, “Can I make a suggestion” and Soft ask technique
- Do the same exercise for in-meeting objections using the Flip, Flip, “Can I make a suggestion” technique.



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Thankyou!

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