



COLD CALL LIKE A BOSS

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Module 3

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If you fail to handle objections – you fail

You have now made a number of cold sales calls to businesses and will undoubtedly have encountered objections, rejections and a mixed response.

List the top three objections you've been given on your calls

1

2

3

If you're not receiving some form of objection, misunderstanding or reactance in your calls, then you're not in sales. Objections are not to be feared, they can be opportunities to learn more about your prospect and open a conversation.

We're going to look at the psychology of objections, the practical things you can do to improve your own reactions to rejection and simple, effective approaches and replies to help you open more conversations with the people you want to do business with.

You're going to need to -

- **Practise**
- **Role-play**
- **Prepare**
- **Review**
- **Self-develop**

Opening Sales Objections

Remember Psychological Reactance - If we have a clever line, a trick or a bamboozle to 'get past' an objection, 'handle it' or make someone change their mind we will trigger reactance. By battling objections, we create friction, lose respect and become adversarial.

When faced with any objection, statement or fob-off our goal is simply to 'get to the truth'.



Responsibility

The number one reason people fail at handling sales objections isn't that they haven't read a clever book on what to say or that they just can't get rapport going. It is due to *responsibility*.

As a human you have response-ability. That is, you have the conscious ability to choose how you respond. We are the only animal that has this power, but few choose to use it.

An opening objection to our sales calls is rarely the problem, it is how we *respond* to this objection that is the problem.

FIGHT

"What do you mean you're happy with what you currently have? How do you know when you won't listen to what else is available? Arghhhh!"

FLIGHT

"I totally get that, so sorry for calling, bye!"

When the brain senses an attack (rightly or wrongly) it immediately initiates 'panic' mode. It senses a threat and decides whether to attack or run away. Your brain feels trapped and doesn't know how to get out, so it will **fight** to get out the situation or **flight** to another place of safety.

How do you combat this reaction and control your response?

1. **Practice so hard you make it look easy** – It is *inexcusable* for a sales professional to not have an immediate response to common sales objections. If you know instinctively what to say and exactly when to say it as you're met with an objection your brain doesn't panic because you know what to do. So, the fight or flight response doesn't kick in and you can control the call.
2. **Re-frame your goal for the call** – If (in your head) the goal for your call is to get a sale or a meeting then any early objection is a big blow. You will naturally try to remove that seemingly huge barrier by 'fight' or you will 'flight' and avoid making further calls as the challenge seems too great. If you re-frame how you look at the call as an *opportunity* to discover more about the prospect, you will feel less 'attacked' and you will become more aware of opportunities to learn more about them

"We already have something in place"

"You know, I'd be surprised if you didn't! What do you mainly use your current provider for?"

The formula



***Empathise** – If you fight back on an objection, you create confrontation. To show empathy doesn't mean you agree, it demonstrates you have heard and felt the prospect's concerns. From this starting point you can investigate their true meaning, build respect, and spark a thought of change within the prospect.

"Why should we use you?"

SALES-PRO – *"You know what, I don't know if you should. It would be arrogant of me to tell you how we can help before I've learnt more about you. I can tell you how we've supported others, like X,Y and Z but they may have faced different challenges to you."*

***Question** – Instead of fighting through the objection you dig down into it, show interest and control the conversation. Humans are programmed to answer questions so they will stay engaged and you can continue your call forwards.

“I know what you’re offering is good, but we already have something in place.”

SALES-PRO - *That’s ok – everyone that I speak with has something in place. What did you originally set out with your current provider to achieve?*

***Move** – As these are early objections, your main goal is to move forward into the process and create more interest and connection. By moving away from the objection (after the first two steps) you can **take back control**.

“My diary is looking pretty tight. Can you just send me an email?”

SALES-PRO - *Sure – we’re all busy people and I don’t want to waste your time Jane, what would you need to see in that email that would warrant us having a further conversation?*



“You get further with honey than you do with vinegar”

Don’t defend yourself with facts – people only believe their own statistics and opinions.

Like conspiracy theorists when presented with apposing facts, prospects will not change their mind, they will dig further into the position they hold.

The features of what you can offer, Testimonials, Trust Pilot scores, Google reviews, the year you were established, the size of your business; all mean nothing in the mind of the prospect. You need to understand and listen to their world – **first**.

Pre-empt the objection

Pre-empting an objection is to state the possible objection before the prospect does. **Only ever do this with commonly used objections.*

If you pre-empt a common objection, it shows huge empathy with the prospect.

You understand their world so much you already know how they feel before they've spoken or told you.

PLUS – You remove their power. If you have already brought up their concerns and faced them head on, then they can't then bring them up against you.

We know it was only yesterday that you bought your new Washing Machine, but we're just so excited about where things could go from here. So we wanted to give you a little something extra with an exclusive discount code to use on your next order.

Use code:



What common objections can you pre-empt?

Not interested

- *Hey, I get that, I've called you out the blue and interrupted your day – this might not even be a relevant call for either of us. Listen, if you'd be kind enough to give me 2 minutes to explain why I've been so keen to speak with you then if it seems there's a fit, maybe we could look at booking a better time to have a proper chat?*
- *"Hey, I wouldn't be interested if I didn't know what this was about either. All I'd like is to ask one question, and we can see if this is a relevant call for both of us"*
- *"That makes sense, most people aren't interested the first time I call – Listen, how often do you review XYZ"*

Budget has gone

- *"In all honesty, you probably didn't have a budget for this in the first place. I was calling specifically to run an idea past you and see if there was any merit in maybe talking further at another time"*
- *"Hey, if you were looking at spending your budget right now then I'd be too late speaking with you. I don't even know if what we do is relevant for your budget. Tell me....."*

Don't take sales calls

- *"I get that, and usually I wouldn't reach out so directly to you but having been on your website and read about what you do I was keen to talk directly with you."*
- *"I don't usually make them, I'd definitely prefer to hide behind an email, but this is quite time sensitive, and I've been keen to speak with you for a while"*

Tried it before

- *"Ok, what exactly did you try? I'm sure you'd agree there's a lot of different ways to approach this and all have different results"*
- *"Excellent – that's exactly why I'm keen to speak with you"*

Why should we use you?

- *"You know what, I don't know if you should. It would be arrogant of me to tell you how we can help before I've learnt more about you. I can tell you how we've supported others, like X,Y and Z but they may have faced different challenges to you."*

Already have something in place

- *I'd be amazed if you didn't, everyone I work with has or had something to help them [solve a specific problem]. What do you currently use?*
- *We probably couldn't work with you if you didn't to be honest, is [XYZ] a high priority for you?"*

Just send an email

- *"Of course, what's the email address?". (Take down the address) "Now, I don't want to bombard you with spam, and I have over 500 PDFs that I could send but only two or three may be relevant. That's why it'd be great if I could get two minutes then I can send you the most relevant content."*
- *"Of course, so I can send the most relevant info, what would you need to see in that email to warrant us having a further conversation?"*

I'm busy

- *"Yeah, I can hear that. I was simply calling to book a good time to talk further as I've a few ideas I wanted to run by you. If you've five minutes now great, if not when is good for us to have a five-minute call?"*

Is this a sales call?

- *"Absolutely! We would love to do business with you, that's why I've been keen to have a chat – but I may be wrong, and this may not be relevant, would you be kind enough to give me two minutes?"*
- *100%! How am I doing so far?*

What's it about?

- [Gatekeeper] *"I sent them some bits last week and promised I'd give them a ring, my apologies, I'm a bit late"*
- *"I was calling specifically to get a meeting in the diary with you – I work closely with [job titles/Sectors] around the UK and I've an idea I'm keen to discuss."*

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