



Business Success Solution

Step Into Your Greatness

Loren Fogelman

5 Steps for Dealing with Objections

Objections are not a “no.” Ending a sales conversation when objections arise is like leaving money on the table. Let’s shift your perspective around them so you can remain focused on the possibility instead of caving into the objection.

Objections indicate that you either didn’t show the value for your product or more information is needed before a decision can be made.

1. **Acknowledge.** Acknowledge her point of view. Remain detached and not buy into her rationale.

“Yes, I get that. I’ve been there too.”

2. **Ask.** Ask a question to gain more insight about the real reason behind the objection.

“Why is this an issue?”

3. **Assess.** Remove the price from the conversation and qualify them again –

“Let’s forget about the money for a second – do you see yourself benefiting from this product?”

4. **Assume.** Assume the close and ask for the sale.

“Which card would you like to use?”

5. **Affirm.** Reinforce her decision to say “yes” to your offer.