

## 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 to objections so you remain focused on responding – with ease.

Objections indicate that the other person doesn't realize the full value of your firm's services or more information is needed before a decision can be made.

**1. Acknowledge** Acknowledge her point of view. Remain detached to avoid buying 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 a concern?*

**3. Assess** Remove the price from the conversation to determine that person's level of interest.

*Let's forget about the money for a second – do you see yourself benefiting from our services?*

**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.

