



OBJECTION HANDLING
(PART 1)

Week 10



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Guidelines for this course:

- 1 Only paid participants may listen to the calls
- 2 Participate from a quiet place
- 3 Be prepared

How to ask questions live during this class:

- 1 UNMUTE yourself by pressing * 6 and call out your name
- 2 RE-MUTE yourself by pressing * 6 again

Objectives for today:

- 1 Rapport Exercise
- 2 *Set up context and delivery of Objections, Objection Response Patterns*
- 3 *Practice and populate these techniques with previous language patterns*



What WINS, breakthroughs and/or ah-ha's have you had from doing last week's home- play exercises?

What questions do you have from last week? OR , What excuse did you tell yourself for not practicing?

Where did you hear Causality in your life last week?

RAPPORT GAME

OBJECTIONS

What is an "Objection"?

Most of us think of objections as the client disagreeing with something that was said, much like an objection in a court hearing. The issue with thinking about objections from this perspective is that it limits the outcome to a dichotomy, ie: right vs wrong, or win vs lose. Unfortunately, inside this perspective, even if you are right, the client feels made wrong, and the relationship is likely damaged.



QUESTIONS to ponder

WHAT is the most challenging objection that you receive?

WHY is this objection so difficult for you?

Why are people giving you this particular objection?

Some Typical Objections

1. My house is special, and I want \$650,000.
2. We don't want to put this house on the market until we find the replacement.
3. The market is hot, so we'll sell FSBO.
4. We want a lower commission rate.
5. FSBOs are selling in a few days. Why do I need you?
6. I don't want to sign a contract until I speak to two agents.
7. We want to do some work before putting it on the market.
8. I'm getting a lot of action on my home already. I'll keep trying.
9. I have to keep my promise to interview other agents.
10. We just don't want to make a decision tonight.

The Truth About Sales is: the process of "selling" is a contribution that leaves the client in a better place.



A NEW CONTEXT for “OBJECTIONS”

What would happen if we viewed objections from a new perspective? A perspective that an objection means that the client simply has a question, or misunderstanding?

Naturally, just viewing the objection from this position, evolves our response away from defending or proving our stance, to simply answering, educating, or clarifying to the client.

Sometimes, what appears to be an objection is actually not the real objection, so more questions and clarification might be needed.

LIST some reasons why a client would ask you to reduce your commission.

The first challenge with objections is to understand the clients position. If you are not 100% crystal clear on the objection, or the client’s position, always ask for clarification.

Ask:

What do you mean?

Or, What is your intention?

Or, Could you say more about that?

OR: What’s important about that?



**OBJECTION RESPONSE PATTERN (OBJECTIONS 101)
STEP 1 APPROVE & REPEAT (Or Repeat & Approve)**

This demonstrates to the client that you are on their team, and minimizes defensiveness and arguing. Hearing their words repeated back to them, let's them know that you care and that you heard them.

Examples of Agree/Approval words

Great	Fantastic	Terrific	You're correct
That's right	That's valid	That's true Wonderful	That's a valid concern
That makes sense	You're right	I can appreciate..	I understand your concern
I agree	OK		That's a great question

STEP 2: ANSWER THEIR QUESTION

Address the objection and remove it as a reason for not moving forward. The majority of this lesson is devoted to Step 2 techniques for handling objections.

STEP 3: ASK FOR THE SALE

Once the question is answered, ask them to move forward with the next step in the process.



EXAMPLE

Client (Objection) My house is special and I want \$650,000.

Salesperson (Step 1) Yes, your house is great, and I'd love to get you \$650,000, or even more. And I'm curious, if the newer house on the corner is available at \$550K, why would a buyer pay \$100,000 more for this house? And even if they would, could they get an appraisal at this value?

Client (Agreement) Wow, I never thought of it like that.

Salesperson (Ask for the Sales) Yes, it's not me, or you who gets to set the values, it is the market and the buyers. Naturally, you are beginning to realize that we must LIST THIS HOUSE at the price that will cause it to sell. Let's SIGN THE CONTRACT and get you to Colorado in time to register the kids for the new school year.

TECHNIQUE

“WHAT SPECIFICALLY CAUSES YOU TO BELIEVE _____?”

This technique works to find their underlying beliefs on a subject, so that you can better understand their position. It also encourages them to look for tangible evidence to support those beliefs. This alone can expand awareness.

This also works as a pattern-interrupt technique when clients are being illogical.

Sincerely ask the question, and keep quiet. Breathe through the stillness.

Example of Filler Phrases

Hmmm, I'm curious I was wondering Just out of curiosity I'm confused
Then ASK: What specifically causes you to believe....



EXAMPLES

Objection: We want a lower commission rate.

Response: I understand, saving money is something we all try to do. I'm wondering

what specifically causes you to believe that offering less commission will attract more agents and more buyers?

Objection: I can't get into real estate, I'm dependent upon my steady salary. Response: Hmmm, I'm curious, what specifically causes you to believe that you won't

make enough money to no longer be dependent upon a paycheck?

Objection: I'm too busy to do the homework.

Response: OK, I'm confused What specifically causes you to believe that you will improving your skills won't make you less busy?

Objection: I vote Republican / I vote Democrat.

Response: I can appreciate your loyalty. I'm wondering, what specifically causes you to believe... that allegiance to any party helps to keep you objective and open minded?

Objection: We'd like to list it at \$500,000.

Response: That would be great! I'm confused. What specifically causes you to believe that a buyer would pay \$70,000 more for this house than the one right down the street?



Home PLAY Exercises:

WRITE 10 SENTENCES each day. Write them in the AM, and make them about whatever is most current and important to you.

Consider writing them in any of these categories:

Lead generation, lead follow-up, listing appointment, buyer consultation, price reductions, negotiations, recruiting appointments, retention, or ANYTHING else that is current and important in your life.