

August 2021 -"Summer Lovin' –Handling Objections"

The Mindset of Lovin' Objections
(yes, you really can love them)



Encouraging facts about Objections.....

- Objections are a natural part of the potential client going through *their own process* of "QUALIFYING/DISQUALIFYING" you as their potential supplier.
- Just like you, they have a set of standards they are looking for you to meet/exceed in order for them to feel comfortable doing business with you.
- If they are raising an objection, they are *actually interested*. The potential client is simply thinking "does this person tick the boxes on my scorecard ?"



Encouraging facts about Objections.....

- The more time the potential client invests their time with you, the more the client wants you to resolve/eliminate the objection/obstacle
- The client is psychologically "rooting for you" to confirm that their desire /decision to hire you is the correct one

Encouraging facts about Objections.....



- Once the client has hired you, they have psychologically and emotionally invested in your relationship.

Trust and confidence has built.

- If an obstacle/objection comes up, they will be willing to work with you to resolve it to gain their desired end result.

Encouraging facts about Objections.....❤️

There is actually a formula to handle objections.

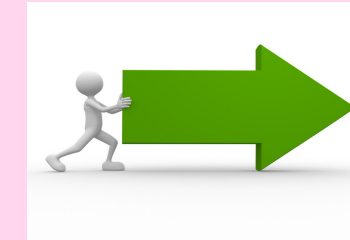
In Real Estate, it's very unlikely your competition
will be aware of this formula
-therefore, you have a secret weapon!



Ways to MINIMIZE objections:



1. Knowing who you want to work with and why
(the value of swift and ruthless qualification and disqualification)



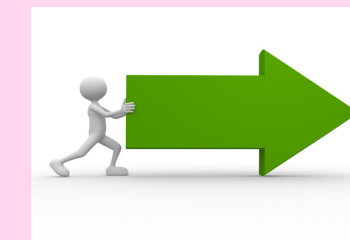
MOTIVATED, &
ENGAGED CLIENTS

2. Thorough questioning to dig beyond superficial needs -finding out WHY they want what they want & tapping into the underlying motivating emotions;

a) Do they want to **ENHANCE IMAGE**?

b) Do they want something that works **BETTER/MORE EFFICIENT**?

c) Do they want to somehow **REDUCE RISK/EXPOSURE**?



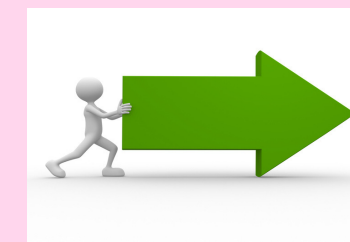
CLIENTS feels you truly understand their needs and "get" them

3. Understanding HOW people buy (blend of):

a) **TIMING**

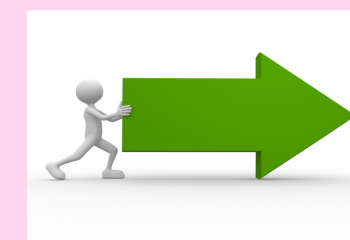
b) **CONVENIENCE** (what they are prepared to put up to get it)

c) **BUDGET/\$**



Not making mistake that client's priority is always \$

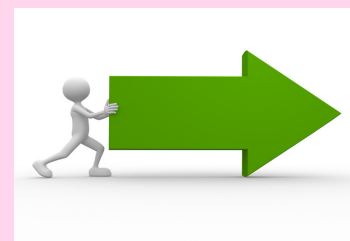
4. Uncovering concerns early when the pressure is off



Chance to educate client **EARLY**

You also MINIMIZE objections by SMART PRESENTING

- The Smart Presenter never presents a one-size-fits-all, standard presentation
- The Smart Presenter presents only to the needs the client has said matters to them
- The Smart Presenter knows the reasons why the client wants what they want
- The Smart Presenter knows how the client will feel if they get what they want and, also, how the client will feel if they don't get what they want
- The Smart Presenter incorporates their Unique Strengths with illustrative examples/stories into the presentation



CLIENT'S COMMITMENT TO WORK WITH YOU

Now we will learn how to handle objections that do come up
with Ease & Grace



What is your competition typically doing when an objection is raised?

What objection?



UNAWARE



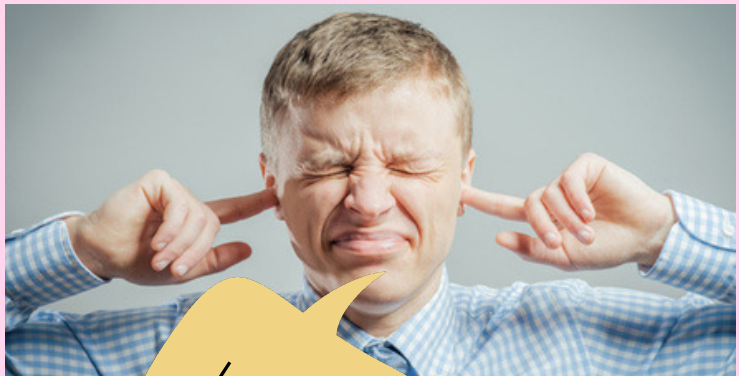
I don't know what to do!

UNSURE



Not THIS again!

DEFEATED



I don't want to hear this!



ACT DEFENSIVELY



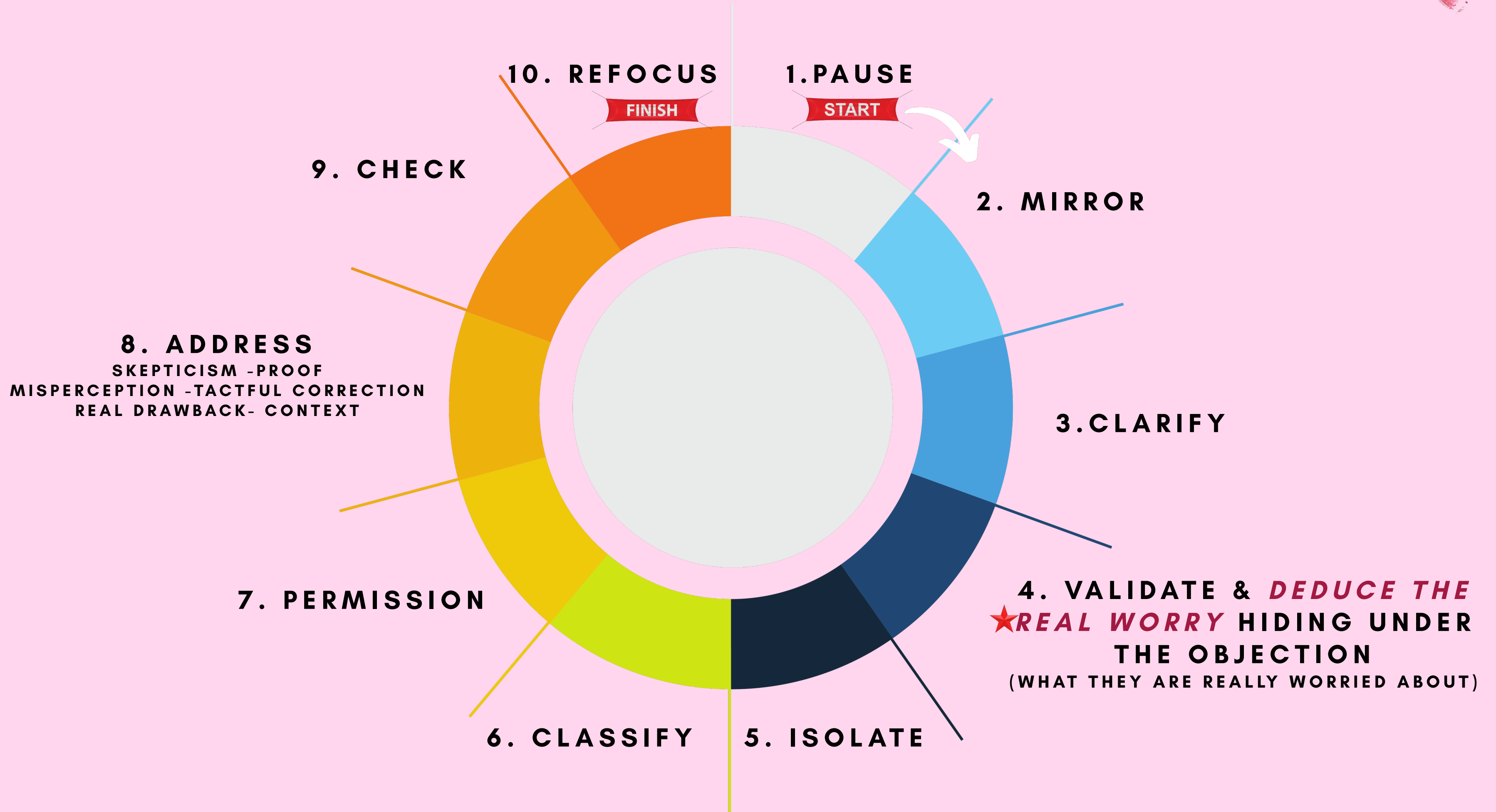
RUSH TO GET IT OVER WITH



GOING TO PROVE YOU WRONG!



Simple 10 step process



Simple 10 step process



1

PAUSE & FOCUS ATTENTION ON CLIENT

This shows the client they have your attention & it demonstrates respect

2.

MIRROR

Repeat client's last few words as a question and look expectantly for elaboration

"Don't want to (X)?"

Simple 10 step process



3

CLARIFY

"Can you help me understand what is causing this concern?" (listen carefully without interruption)

& ask.....

"and what else?" (listen carefully without interruption)

4.

VALIDATE

a) Give gift of acknowledgement: "I am glad you brought this up. It is a valid concern.

I can see it is important to you"

b) Deduce real underlying worry: "What I think you are saying, and please correct me if I am wrong, is

Is that correct?

Simple 10 step process



5

ISOLATE OBJECTION -ENSURE NOT A "SMOKESCREEN"

"If we were to somehow able to resolve that completely, what else would prevent you from (insert next step)"

6

MENTALLY CLASSIFY

What type of objection is this? Is it Skepticism, Misperception or a Real Drawback?

Simple 10 step process



7.

DECIDE WHETHER TO ASK FOR PERMISSION TO ADDRESS or DELAY

Address -"Can I bounce a few thoughts off you?"

Delay -"What you have brought up is very important and I fully intend to address it. Would you object, if we come back to this in a minute? There are some questions I'd like to ask you / information I'd like to share with you first to get/give the total, full picture. It'll make more sense as we address your concern.

8

ADDRESS APPROPRIATELY & CHECK THAT OBJECTION IS RESOLVED

• SKEPTICISM: address with PROOF

MISPERCEPTION: address with TACTFUL CORRECTION

A REAL DRAWBACK : address with PUTTING INTO CONTEXT

Simple 10 step process



9

CHECK

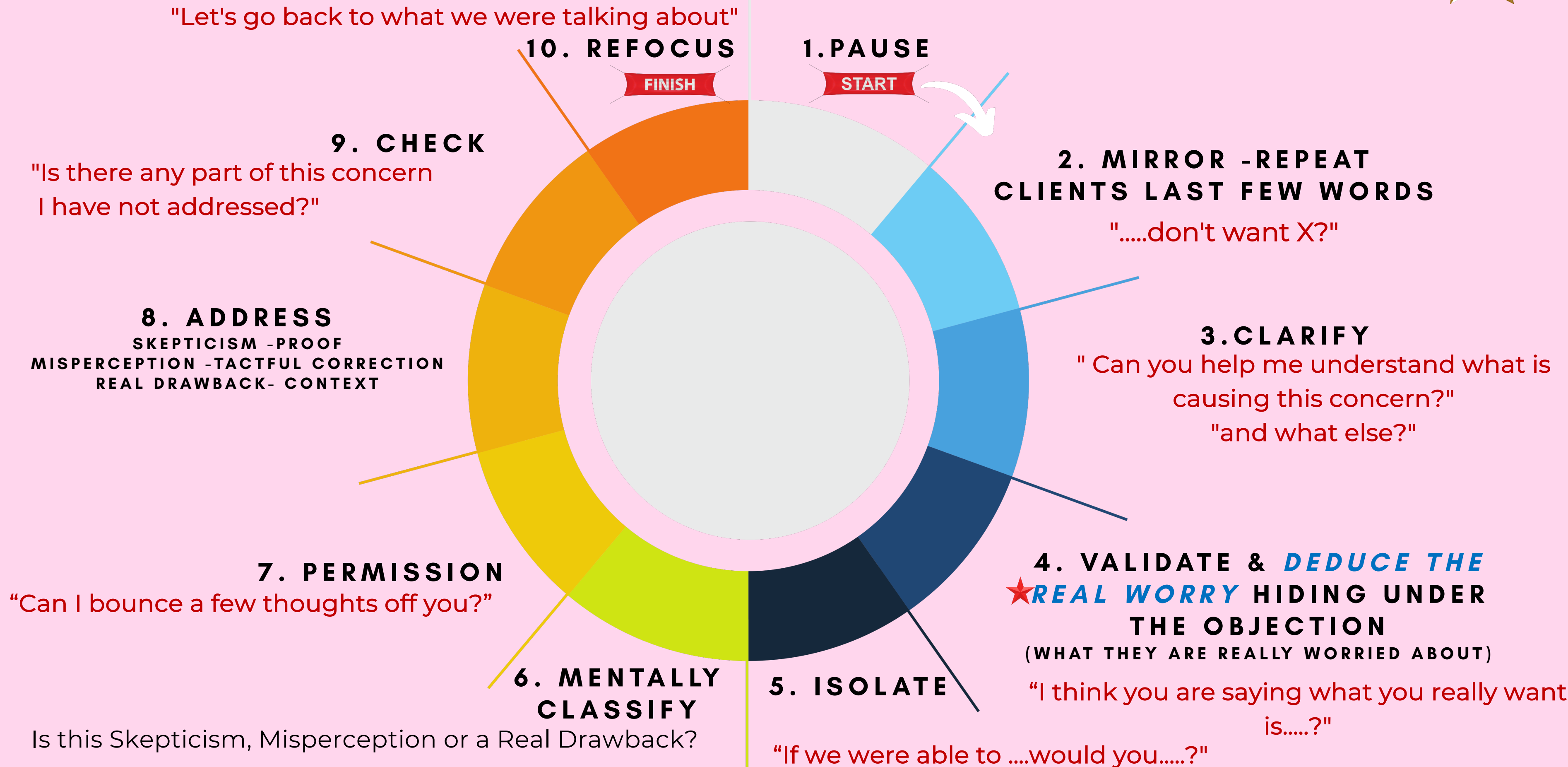
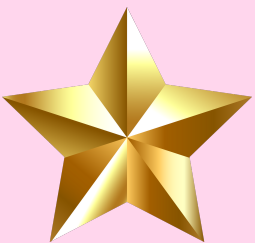
"Is there any part of your concern, at all, that you feel I haven't addressed?"

10.

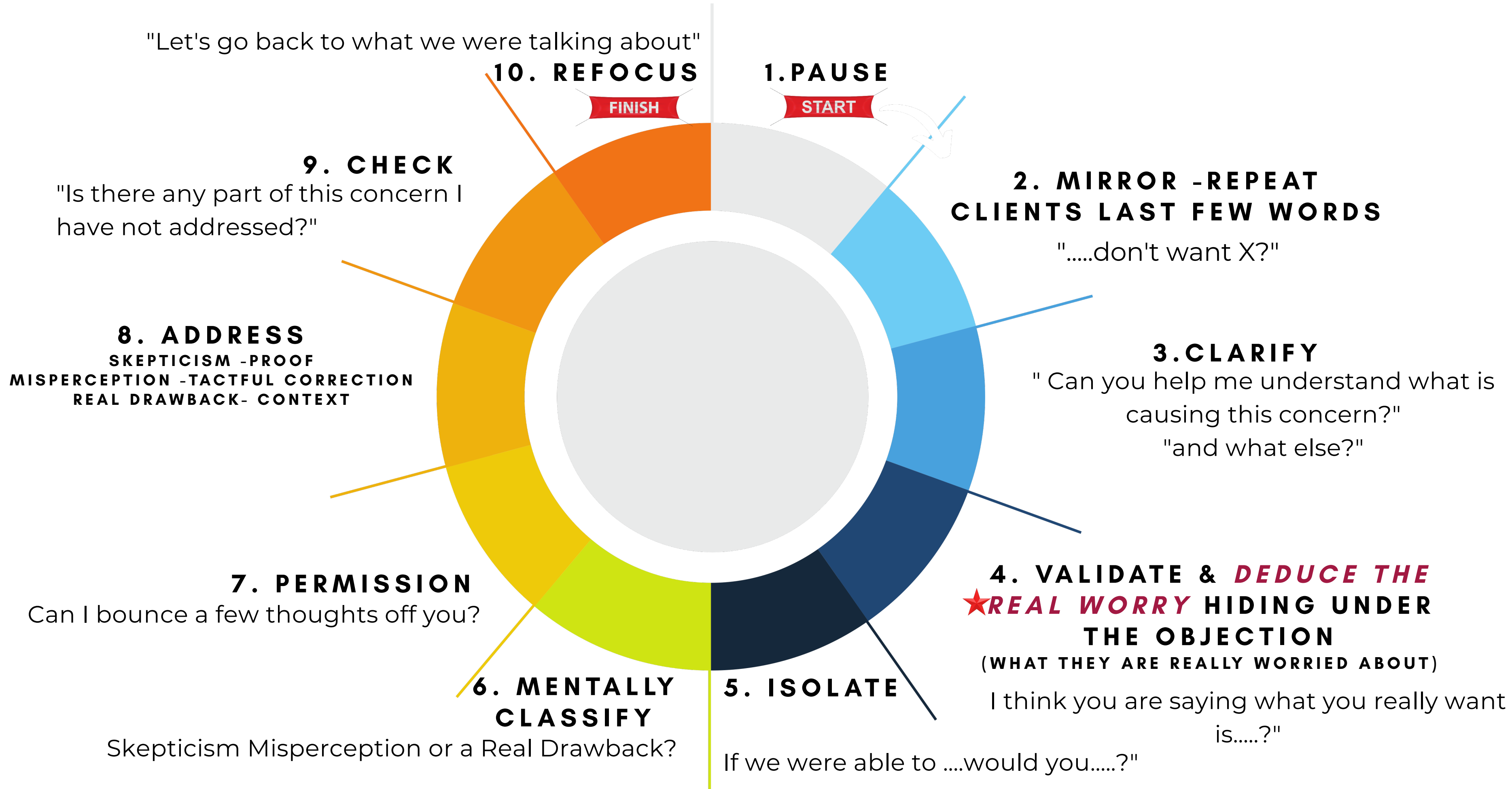
REFOCUS THE CONVERSATION

"Let's go back to where we were. We were talking about....."
(recap)

Simple 10 step process -complete with Prompts



Simple 10 step process – with Prompts





Below are 3 sample objection conversations
that you can study, that demonstrate the
formula in use:

There is one for each type of objection.



THE SKEPTICISM BUCKET



Requires **PROOF**



- The client has an interest in the benefits as long as the salesperson can prove they are genuine/true.
- Therefore "deduce the real worry" hiding under the doubt & agree with the client it's a valid need.
Acknowledge the client.
- Then, OFFER PROOF that provides INSIGHT in a COLLABORATIVE, non-adversarial manner.



THE SKEPTICISM BUCKET



→ Requires **PROOF**

Client: "I am looking for a very experienced agent who knows this area"

PAUSE: (This shows they have your attention and respect)

MIRROR: "who knows this area?" WAIT & LOOK EXPECTANTLY for client to elaborate

CLARIFY: "can you help me understand what it is about having an experienced agent who know the area that is the most important to you? "and what else?"

VALIDATE: (& deduce real worry) "that's a very valid need/concern. If I am following you correctly , and please correct me if I am wrong, you are looking for a smooth sale, with no surprises, by a competent agent who can bring you serious buyers? (this is the real concern) "Is that correct?"

"I am really glad you brought this up, it's clearly very important to you" (giving gift of acknowledgment/being understood)

ISOLATE: " If, somehow, you decided that I was that agent, is there anything else at all that would prevent you from listing your house this evening?" (ensuring not a smokescreen)



THE SKEPTICISM BUCKET



Requires PROOF



MENTALLY CLASSIFY: This is Skepticism; the client has doubts I have what it takes to make this sale go the way she wants.

PERMISSION: ADDRESS/DELAY

Address-"Can I bounce a few thoughts off you?"

PROOF: "Let's talk about what specifically makes for a smooth sale, eliminates surprises and brings serious buyers to your door (the real worry)....." (agent then brings out everything that supports ability to meet and exceed that that deduced need, thus providing client with new INSIGHTS and PROOF).

CHECK: "Is there any part of your concern that I haven't addressed?"

REFOCUS: "We were talking about....."(back on track).



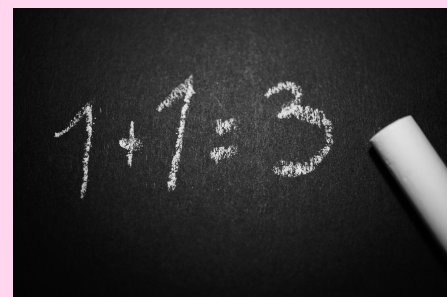
The Misperception Bucket



Requires a
**TACTFUL
CORRECTION**



- They have a belief that is incorrect.
- Deduce the real worry hiding under the misperception.
- Agree with the client that it is a valid need, acknowledge the client and correct the misperception tactfully.



*The
Misperception
Bucket*



**Requires a
TACTFUL CORRECTION**



Client: "I don't want to look at houses in that area, they all have mold "

PAUSE: (shows they have your attention and respect)

MIRROR: "All have mold?"

CLARIFY: "Can you help me understand what is causing that concern?" "and what else?"

VALIDATE: "That's a very valid concern Donna. I completely agree that your family's health is the number one priority and I would never, ever, want to see you in a home that risks your family's health.

"So, to be clear, it's not so much the area, but the risk of an *unhealthy house* that concerns you. Is that correct? "(need deduced)

"I am really glad you brought this up, it's clearly very important to you."

ISOLATE: "If I could shed light on the circumstances about how that "mold in the area" originated and how the houses I would like to show you in that area tomorrow are simply not in that category, is there anything else at all that would eliminate that area for you? "



*The
Misperception
Bucket*



Requires a
TACTFUL CORRECTION



MENTALLY CLASSIFY: *This is a misperception; it's based on something she heard about a case related to a builder who took shortcuts and got sued. He only built 10 homes in that area and I know which ones they are.*

PERMISSION: *Can I bounce a few thoughts off you?*

ADDRESSES WITH A TACTFUL CORRECTION : (The misperception of "ALL HOMES" in that area having mold.)


"As you can see, here is a map of the area and this group of 10 homes here were the only ones built by this builder. I am certainly not going to show you any of those. Knowing we can back up any home you choose with an inspection that checks for mold and other health related concerns, would that make you feel better about this area, since it ticks all your other boxes?"

CHECKS: "Do you have any OTHER concerns about this location?"

REFOCUS: "So, here is the list of homes we will be seeing tomorrow."



THE REAL DRAWBACK BUCKET

Requires 
»» CONTEXT
to determine if it's a deal-breaker



Deduce the worry hidden behind the drawback.

Revist all the other agreed upon benefits & put this one into context.

It's either a deal-breaker for the client, or it isn't.



THE REAL DRAWBACK BUCKET >>> CONTEXT

Requires



to determine if it's a deal-breaker

Buyer looking at homes: "It's so disappointing to think of settling for this house because it's all we can afford right now in order to get out of a rental and into home ownership"

PAUSE: This shows they have your attention and respect

MIRROR: "all you can afford right now?"

CLARIFY: "Can you help me understand what is contributing your disappointment? And what else? Is there anything else you want to add?" (client goes on to explain frustration losing out on more expensive homes as can't offer over asking)

VALIDATE & DEDUCE REAL WORRY: "That's a very valid point Donna. What I think you are saying, and correct me if I am wrong, is that the frustration of losing out on the type of homes you want for your family is wearing you down, making you doubt *you'll ever own a home you like*, is that right? "
"I am really glad you brought this up, it's clearly very important to you"

ISOLATE: "If I could show you how it's possible to use this house, as a stepping stone to get the home of your dreams not too far into the future, is there anything else troubling you about getting into home ownership right now? "



THE REAL DRAWBACK BUCKET

Requires

CONTEXT

to determine if it's a deal-breaker



MENTALLY CLASSIFY: This is a DRAWBACK in terms of what they want and can afford, but it's not forever.

PERMISSION: *"Can I bounce a few thoughts off you?"*

ADDRESS BY PROVIDING CONTEXT BY REVISITING ALL THE PREVIOUSLY AGREED NEEDS:

"You said getting out of renting and owning your home was a priority right now, can you remind me why that is ?you said you absolutely wanted this school district for your children, and specifically why was that? you said....."

"So given that this house could tick all those boxes right now and you can work towards qualifying for a larger mortgage as you show your reliability to the lender and build some equity, is it worth it to make that move now to get out of renting? Are you willing to let this house go to give up on getting the one you really want for your family in the future?"

CHECK: "So it's "a go," unreservedly?"

REFOCUS: "Let's make that offer!"

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Was this useful?

