

# Handling Objections

by Max Associate Al Lee

One of the most important skills to develop in order to be successful in this business, or, for that matter, in almost any other, is the effective handling of objections.

First, it is important to be aware of what it means when a prospect raises an objection. Our first impulse might be to think that he is justifying NOT buying whatever he thinks you are trying to sell him on. In fact, I think it is the opposite. If a prospect has decided to NOT buy, he does not need to give reasons or excuses or justifications, he just needs to end the discussion and move on. It is when a prospect is starting to consider saying YES that his defense mechanisms will start to raise objections to test his imminent decision.

The prospect actually WANTS to have his objections wiped away; but how you do it makes all the difference in the world. If you tell him he is wrong (unintentionally attacking his ego), you are actually forcing him to strengthen his position and to find more ammunition to prove he is right in his objection.

The first reaction to an objection should always be: silence—*thoughtful* silence. Never jump up and tell him he is wrong. Always listen to *all* he has to say—paying attention and being interested. Let him “say his say” while you give thoughtful consideration to it, regardless how ridiculous it might seem to you.

If you react immediately, you create an adversarial situation in which he will reinforce his arguments and resist any logic or evidence you might offer. This is especially true if you reacted *so* promptly that you did not allow him to finish what he had to say. You also, more importantly, are weakening the rapport you have established between you and him.

No matter how “wrong” he is, never say so. If you must say he is wrong, find a way to say: “You are quite right...” then follow with a reason why *in this case*, though, it is different.

Allow a period of thoughtful silence to intervene between his objection and your response. In many instances the prospect will negate his own objection without your having to say a word. That is the best way to handle an objection. You never had to oppose him or tell him he was wrong or even partly wrong. He did it himself!

You might think that is a rare thing; but I think it is common. Most objections that we give are simply stream-of-consciousness ramblings while we mull over what we think we are about to do. We do that all the time, sometimes silently in our heads, sometimes out loud. It is how our minds work

When a prospect raises an objection, he is usually just thinking things through. If you do not interrupt the process, he might very well refute his own statement and settle the matter perfectly. If, however, you interject yourself into it with a statement that opposes whatever the objection was, you derail the thought process and trigger a defense mechanism that now starts trying to defend whatever the prospect has already said (it's an ego thing!). You have both hardened him in his objection and injured your rapport.

Here is an example of how a dialogue might go:

YOU: I think you might find this opportunity very interesting.

THEM: This sounds like one of those MLM deals. Probably illegal.

YOU: I see. *(NOTE: you did not counter the objection yet)*

[pause]

THEM: Well, I guess it must not be illegal if Guthy and Renker are involved; but it sounds a little shady.

YOU: Oh? *(still no counter, let them talk it out first)*

[pause]

THEM: You know, my wife uses Mary Kay cosmetics. Says they are the best available. Maybe not ALL those things are shady. They've been around a long time.

YOU: Yes. *(now you are agreeing with them, strengthening your rapport)*

THEM: So you think this is really legit and a good deal?

YOU: Absolutely! I can't wait for you to come with me to.... *(the objection is now history and you are right on track without a single negative remark to the prospect.)*

If you think this is far-fetched. It is not. I can tell you numerous stories from real life in which this exact tactic made important sales for me dealing with sophisticated professional people. (Sometimes I did this tactic involuntarily because I had laryngitis, not because I was that smart.) People are people. Their minds all work similarly in many respects.

Here is an example of how a dialogue should not go:

YOU: I think you might find this opportunity very interesting.

THEM: This sounds like one of those MLM deals. Probably illegal.

YOU: Oh no, this is definitely legal. It is... *(NOTE: In one step the conversation has fallen to the level of you defending that what you do for a living is legal. Can it get much worse?)*

THEM: Look, you make money off of the people you recruit, don't you? That's a Pyramid! A Ponzi scheme! *(you and I know that is not correct; but, the question is: how did you ever get to the level of even discussing **this**? This can't be good for your chances of enrolling this prospect.)*

Now you have to trot out all the explanations of why what you are doing is on the up-and-up. Instead, you ought to be talking about why it is a great opportunity for your prospect. **If only you had not taken the bait and spoken so soon!**

Just remember:

- a. An objection does not mean they do not want to buy, it means they do want to buy, but their defenses are making one last stand.
- b. Any opposing response you give strengthens their resolve to defend their position and harms your rapport with them.
- c. Silence can be much more effective than speech in many instances, this is definitely one of them.

Finally, if you must tell them they are wrong, first tell them they are right. Acknowledge that they are right and that it is rather brilliant of them to have recognized what they saw, then you can go on to explain that this case, however, is different or special. Zig Ziglar says the best way to get a chip off an employee's shoulder is to let him take a bow. We can apply that same philosophy to dealing with objectors.

Learning how to handle objections can make a big difference in how well you do in your Max business, and in many other areas of your life.