Defeat Up Front Objections

Most important question is to always start with the WHY. What is motivating them to take action. Once we know what has them thinking of taking action we will know in which direction to move them.

The goal is they need to escape from the pain and see that the only way to do so is to

1. Is your wife or significant other on the same page?

This defeats the stall tactic I need to talk to my wife etc.. when prospects use this tactic it’s because they don’t want to make a decision and very rarely does their significant other have anything to do with it.

If you get the objection here is how to defeat it..

Step 1 Acknowledge it..

Oh so you need to talk with….. prior to making a decision I totally understand.

Respond – that’s why I recommend that when I come out to meet with you that we set aside a time to meet with your wife as well at the same time. So lets make sure we schedule a time she is available. So what day will work best for you this time or this time..

1. How long have you been thinking about this….

This measure motivation and is a good first line defense against indecision…

If you get the objection..

Acknowledge.. oh you want to think about it… I completely understand..

However earlier you told me you have been thinking about doing this for the last x------ months… the more you think about it the more you will realize you need an expert to help guide you along the path. Lets go ahead and set up this appointment..

1. What made you decide that now was a good time to…..

This will help you determine if this person is really serious or just kicking tires. Ultimately this will help uncover true motivation objectives and an ideal time frame.

 If they object…

We want to go ahead and wait..

Acknowledge

I completely understand that you want to wait..

However originally you told me that your goal was to \_\_\_\_\_\_\_\_ get this rolling in \_\_\_\_\_ time manner. So… What is it that’s holding you back?

It will be very difficult to give this objection without being able to tell it’s complete BS

1. What stopped you from moving forward on this in the past?

This one is very powerful because they will tell you what objections they have up front prior to closing them for the business.

1. What made you decide to work with\_\_\_\_\_\_ (person)

Once they tell you why they decided to work with that individual person and what the valued in that person you can add the value to whatever it is you specialize in.

Example : we value a great agent that’s Loyal and is a great hard working agent who prides himself on his marketing skills..

You can repeat and say we pride ourself on our Work Hard mentality and Our Loyalty to our clients and expert marketing abilities.

6. What did you not like about \_\_\_\_\_ agent?

Reason why this is important is because you can make sure that all of your talk patterns stay away from this way of doing business. So per example if they say I didn’t like that the agent put a sign in my yard and after that had zero communication with me…

You can than say we pride ourselves on our expert communication and we will hold your hand throughout the ins and outs of the process.

When I come out to meet with you if everything makes sense you like our program and you feel I am able to help you achieve your home selling goals at that time will you be ready to get the process started and put the house on the market?