

4-Step Handling Objections Framework

Key tip: If someone is an asshole, you don't NEED to "handle their objection".

Sometimes the best approach to take is to end the conversation and walk away. There's no point in trying to change the mind of someone with a fixed mindset. You make your own rules, so always keep in mind:

You get what you tolerate in life. So if you don't want to be around rude people, don't tolerate their inconsiderate behavior.

Purpose of This framework

Let's face it, handling objections can be tricky. But that doesn't mean they're impossible to overcome. This is a document to teach you the step-by-step mental framework we use to overcome any objection that comes our way.

This isn't a document to list out ALL of the potential "scripts" used to handle each objection, though. It's a cheat sheet to teach you the high-level framework (thought process) needed to properly handle each objection that comes your way.

If you have some pre-made scripts, you'll always be caught off guard at some point by a clever prospect. But if you understand the proper thinking of an effective salesperson who knows how to handle objections, over time, you'll be able to think on your feet and overcome any objection that comes your way.

All it takes is ONE objection to derail a potential deal, so make sure you understand your prospects' problems AND potential concerns when selling to them.

Steps to Apply This Framework

Note: Steps 1, 2, & 3 are used to handle the original objection from your prospect. Step 4 is used AFTER your prospect has answered the response you sent using steps 1, 2, & 3.

Example Prospect Objection

"I do not need a financial advisor, I already know a lot about finance."

Step 1: Pause for 30 seconds

You always want to be proactive, not reactive, so one of the worst things you can do when someone gives you an objection is to react, especially when it's an emotional (not logical) reaction.

So, respond after taking some time to clear out your emotions and recenter your focus.

Step 2: Thank them & show understanding

Rather than be emotional like a lot of other people in sales who are getting rejected, thank them for their response (their valuable time), as well as make it clear that their concern (their objection) is valid (at least, to some degree). It is not their obligation to spend a single second of their day talking to you and to build trust, you need to make it clear that you understand their perspective BEFORE you try and handle their objection.

Example response & question from you: *"I appreciate you getting back to me, I know it can be annoying to have another Financial Advisor reach out to you on LinkedIn!"*

Note:

● Do NOT agree with them. There's a fine line between agreeing with someone versus showing understanding, but you MUST understand the difference. The reason is, that when you agree with your prospect, you are giving validity to their objection. And when you give their objection validity, they have no legitimate reason to change their mind, so

you've pretty much lost the battle once you agree with them. If you genuinely believe they are incorrect, don't agree with them.

Step 3: Ask a non-confrontational question

This portion is to "dig deeper" and gain a better understanding of WHY your prospect is closed off to your outreach. This is not the proper time to try and change their mind. Trying to change someone's mind (especially when you're a stranger to them) almost never works because we, as humans, like to make up our own minds. And that is because we prefer to be independent thinkers.

Please make sure to send this question along with your Step 2 response. To elaborate, steps 2 & 3 are technically combined (sent in one message) when responding back to your prospect. We just broke them down into 2 parts in this document to do a better job of teaching the concepts.

Example question from you:

"Would you mind telling me more about your background in finance? I know some parents taught their kids financial concepts growing up, and others learned about finance all on their own, so it's fun learning how people gained a better understanding of this topic."

Note for response:

● Actually LOOK at their profile. If they went to school for finance, reference that. If they had a previous (or current role) in finance, reference that. You don't want to come across as lazy. The point here isn't to figure out how they're some finance expert, either. The point is to get them to admit where they're lacking in finance. If they're some "self-taught" stock trader, for example, they surely don't know EVERYTHING there is to know about finance.

So, the combined message should look like...

I appreciate you getting back to me, I know it can be annoying to have another Financial Advisor reach out to you on LinkedIn!

Would you mind telling me more about your background in finance? I know some parents taught their kids financial concepts growing up, and others learned about finance all on their own, so it's fun learning how people gained a better understanding of this topic."

Step 4: State your case

This is where you state your expertise, credibility, and why you (politely) disagree.

You demonstrate your expertise & credibility to show why you're worthy of listening to, as well as why they should keep an open mind during the conversation. But please make sure not to be arrogant. It's okay (and recommended) to make it obvious that you are competent on the topic, but don't go as far as to make it seem like you're "better" than your prospect - that's a great way to upset them and get them to close off to you, rather than be "open" to you.

Note:

● Disagreeing with someone does NOT mean telling them that they are wrong. Instead, it's making it clear WHY you have a different opinion/viewpoint.

Example statement from you:

"I've worked with hundreds of clients by now since i've been a Financial Advisor for 5 years, and no matter how smart some of my clients are, every single one has learned something new from working with me.

Sometimes I feel like prospects get offended when I reach out, and that's never my intention. The fact of the matter is that we ALL can learn something new, and it's my job as the financial expert to spend all of my working hours learning how to better serve clients regarding financial planning, whereas you excel in your work position!

I know I'm just a stranger to you and you're clearly very competent, but is there ANY area of finance you feel like you aren't a complete expert in? I might have a couple of good articles to send your way on that topic."